# TRACY B. JACKSON
DIGITAL MEDIA & WEB DESIGNER

## PROFILE

Digital Media Professional with extensive experience in successfully creating the strategy, concepts, and design for businesses and non-profit organizations. Results-oriented leader, capable of developing teams using a mix of creativity and business strategy ensuring the completion of projects in high demand environments within scope and budget requirements.

## CONTACT

☎ | (301) 442-5537

✉ | contact@tracybjackson.com

🜨 | www.tracybjackson.com

📍 | P.O. Box 83754
Gaithersburg, MD 20887

## EDUCATION

**B. S. - Digital Media and Web Technology**
University of Maryland University College
Adelphi, Maryland - 2018

**Web Technology Courses**
Montgomery College - Rockville, MD - 2015
(HTML,PHP, WordPress, Drupal, Javascript)

**Certificates of Completion**
Cable TV Montgomery
Rockville, Maryland - 2006
*(Final Cut Pro Editing, Studio Director, Studio Technician, Video Field Production, Video Producer)*

**Advance Filming and Editing Course**
Video Makers
Chico, CA - 2001

**Adobe After Effects Master Course**
**Certificate of Completion**
Future Media Concepts Training Center
Washington, DC - 2000

## SKILLS

Adobe Photoshop / Adobe InDesign / Adobe Illustrator / Xara / Microsoft Publisher / Drupal / Wordpress / Javascript / HTML5 / JQuery / CSS3 / Bootstrap / SASS / Angular.js / GitHub / REACTJS / CVS & SVN / Adobe XD / Sketch / Proto.io / SQL Server / PHP / XAMPP / Slack / Adobe Premiere / Adobe After Effects / AVID / Soundbooth / Final Cut Pro / Audacity / DaVinci Resolve / Red Giant

- See portfolio at www.tracybjackson.com
- References upon request

## EXPERIENCE

▲ **DIGITAL CREATIVE DIRECTOR (2009 - Present)**
*VICTORY CHRISTIAN CHURCH INTERNATIONAL*
Currently serve as Director for all creative design teams and media operations, including web design/development, graphic design, marketing and advertising, television/video production, and content/social media management.

- Responsible for promoting creative excellence, developing design teams and nurturing creative culture, taking projects from concept to completion
- Managed multiple areas of concentration including web design/development; video production; motion graphic design, live video streaming; media content management; marketing and advertising; graphic design.

▲ **DIGITAL MEDIA CONSULTANT/FREELANCER (2007 - Present)**
*MEDIA CYCTEMS, LLC*
Provided cost effective and innovative digital media for small businesses and non-profit organizations. Introduced clients to cutting-edge solutions in graphic design, branding, video production, motion graphics and web design/development.

▲ **VIDEO PRODUCTION MANAGER (2006 - 2009)**
*VICTORY CHRISTIAN CHURCH INTERNATIONAL*
Managed production operations for all video, audio, and motion graphic production, including organization and lighting of video shoots, editing, color correction, and digital asset management.

- Served as "Producer" in the production of a 30 minute weekly television program, writing scripts, producing spots, segments, program intros and closes assuring an overall production schedule is maintained.
- Directly responsible for operation and management of the weekly live streaming webcast.

▲ **SR. WEB DESIGNER/DEVELOPER (2003 - 2006)**
*VICTORY CHRISTIAN CHURCH INTERNATIONAL*
Managed front-end and back-end web team in the design, development, and implementation of enhancements to company websites, including content management.

- Responsible for the development of major and minor web applications with the use of frameworks.
- Develop highly interactive, multimedia rich applications to engage users, support analytic problem solving, content management and interactive training.
- Utilize an Agile and SDLC Lifecycle Methodologies to plan, estimate, design, develop, test, and deploy capabilities.

▲ **SR. GRAPHIC DESIGNER (1998 - 2003)**
*VICTORY CHRISTIAN CHURCH INTERNATIONAL*
Responsible for conceptualization and implementation of brand content creation and design solutions for print and digital assets utilizing UX/UI design principles.

- Work as the lead member of the graphic design team to conceptualize and design marketing campaigns that support the organization and focus on touchpoints.
- Establish creative brief to help graphic team understand campaign requirements such as voice, persona and target audience that translates into high quality and engaging designs.