

# Ginger A. Pickett

9652 Abby Glen Circle, Jacksonville, FL 32257

**Phone:** 904-994-8195 | **Email:** gingerpickett1@gmail.com | **Portfolio:** pickettdesigner.com

Goal-oriented individual with more than 17 years of success in front-end web development, UX/UI design, graphic design, digital media, social networking, project management, e-learning, campaign management, database management and training. Proven ability to lead cross-functional teams to achieve outstanding results and exceptional deliverables. Excellent relationship management, collaboration, presentation and communication skills across all business levels. Extremely successful in fast-paced environments that embrace creative problem solving, collaboration and strategic thinking.

## Technical Skills

- **Software:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Pro, XD, Premiere Pro, After Effects), Microsoft (PowerPoint, Word, Excel, Project, SharePoint), Articulate, Canva
- **Web Technology:** HTML5, CSS, JavaScript, Google Analytics, MySQL, content management systems (WordPress, SharePoint, Savanna, Blackboard, Blackbaud, Ektron Content Management Solution)
- **Graphic Design:** Online and print collateral, social media posts, infographics, brand identity creation
- **Email Marketing Solutions:** Litmus, Constant Contact, GetResponse, Salesforce Cloud, ExactTarget

## Experience

**Cigna Healthcare**, Remote (November 2022 – Present)

### **Lead Presentation & Graphic Designer**

- Design and execute a variety of projects such as guides, training collaterals, logos, infographics, social media and web graphics and presentations for the broker and training teams.
- Assisted in the launch of the new Broker social media page by designing social media ads, which has increased Broker engagement by 15%.
- Develop and design engaging email campaigns, which has increased click through rates by 20%.

**Genomic Life**, Remote (April 2022 – July 2022)

### **Senior Graphic Designer**

- Created a new strategic brand identity to support corporate internal and external communications.
- Designed and created new digital marketing communications for the sales and product development teams, including HTML emails, social media ads, digital forms, case studies and collateral visuals.
- Designed company-wide presentations for both internal and external purposes.

**Conduent HR Services**, Remote (January 2017 – March 2022)

### **Senior Creative Consultant, BenefitWallet**

- Developed customized materials for B2B and B2C to support successful implementations, campaigns and health plan enrollments; includes 60 responsive microsites, 500+ HTML email marketing campaigns, 100+ marketing collateral, 150+ interactive forms, social media ads, infographics and presentations.
- Created and launched the microsite and HTML email program to support customer communications resulting in an increase of product sales by 20%.
- Setup campaigns in ExactTarget email system and executed email testing to ensure the content renders proper across multiple email clients and mobile devices.
- Collaborated with stakeholders to implement strategic design through digital channels optimizing all cross-browser and multi-platform compatibility.
- Troubleshot technical issues related to microsites, HTML emails and other aspects of email execution.
- Created a new collateral portfolio and maintained graphic standards and branding.

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**University of North Florida, Jacksonville, FL (July 2014 – January 2017)**

## ***Assistant Director of Operations***

- Oversaw the coordination and administration of all aspects of OneJax including staff, event productions, programs and projects to ensure that goals, objectives and all elements are accomplished within the prescribed timeframe and funding parameters.
- Designed marketing materials, social media posts, email campaigns and redesigned website to support 75+ programs/events.
- Developed new initiatives to support the strategic direction of the organization which improved event/program customer engagement by 25%.

**Allstate Benefits, Jacksonville, FL (September 2012 – July 2014)**

## ***Electronic Media Specialist*** (contract through Kelly Services, Inc.)

- Developed engaging graphics, 240+ microsites and WordPress newsletters for corporate clients.
- Designed and executed 55+ HTML emails through Constant Contact email service provider software.
- Thoroughly tested emails for compatibility browsers and email clients; ensuring accuracy and functionality.
- Developed microsite templates increasing productivity by 30%.
- Assisted in developing and maintaining a self-service website for producers and sales support use.
- Assisted in video editing and recording.
- Maintained the department SharePoint website, including Nintex workflows.

**New Horizons Computer Learning Center, Jacksonville, FL (April 2012 – September 2012)**

## ***Instructor***

- Conducted instructor-led courses to small groups of adults. Delivered training in InDesign, HTML, CSS, Acrobat X Pro, SharePoint Designer, Visio, Access, Excel, Word, PowerPoint and Outlook.

**Schultz Center for Teaching and Leadership, Jacksonville, FL (July 2003 – June 2011)**

## ***Director of Creative Services/Manager of Internal Operations***

- Managed the organization rebranding project from inception to completion, which included website, programs, logos and marketing materials.
- Created all visual identity designs including brochures, programs, annual reports, posters, banners, signs, flyers, advertisements, tickets, presentations, forms and logos for ten departments.
- Administrator for the Blackboard online learning system, which included instructional design and development of all e-learning trainings and managed users.
- Created interactive instructional training courses using Articulate.
- Created, tested and distributed HTML email campaigns.
- Built and led a highly effective office support team by hiring, training, evaluating and managing staff.

**Episcopal Children's Services, Jacksonville, FL (February 2002 – July 2003)**

## ***Network Administrator/ Executive Assistant***

- Instructed Microsoft Office training to staff members, which included Outlook, PowerPoint, Excel and Word.
- Maintained and updated agency's website and maintained customer databases using Access.
- Assisted in the management of a Wide Area Network, connecting seventeen centers to the central office.
- Installed and maintained all end user IT equipment including personal computers, laptops and printers.

## **Education**

**University of Maryland University College, Adelphi, MD (GPA of 3.7)**

**B.S., Information Systems Management (Graduated: December 2000)**

**Southern Illinois University, Carbondale, IL (GPA of 3.875)**

**B.S., Aviation Management (Graduated: June 1995)**