



Lydia Jackson

CONTACT

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ABOUT ME

Ambitious and results-driven brand strategist with 1-3 years of experience crafting compelling narratives and visual identities. Skilled in leading teams and identifying market gaps, I leverage my expertise in Adobe Creative Suite, strategic communication and design to create impactful brand experiences and drive growth.

WORK EXPERIENCE

2024

Brand Strategist | Brand Designer Tropical Jam Beverages

- Architected and launched Tropical Jam's pre-launch brand strategy through market research, defining the target audience and competitive landscape.
- Established a captivating brand identity (logo, visual system, packaging, apparel, web design, typography) and provided art direction for brand recognition and consistency.
- Developed a data-driven social media strategy and engaging content calendar to drive pre-launch buzz and cultivate a strong online presence.
- Designed a user-centered website using Figma and Adobe Creative Cloud to streamline the customer journey and foster brand loyalty, while crafting a distinct brand voice and executing a pre-launch email newsletter strategy to nurture leads and drive engagement.

2024

Intergrated Marketing Communications Hilltop Resever Food Pantry

- Led a team of five to develop and launch a comprehensive IMC plan for Hilltop Reserve Food Pantry, fostering collaboration and clear communication.
- Conducted market research and competitive audits to create a data-driven IMC plan, including crisis communication, digital/print media, podcasting, video production, content creation, and informative content.
- Defined strategic communication channels to reach target audiences through traditional media, social media rebranding, brand identity development, and budget management.

2021
2023

Digital Media & Strategy We Eat Collective

- Implemented project management tools, Notion and Akiflow, to streamline workflows and enhance team collaboration, resulting in a 50% increase in productivity.
- Designed impactful marketing graphics and promotional materials to address local food insecurity, driving a significant increase in community awareness.
- Developed and executed a strategic social media campaign and targeted word-of-mouth initiatives, significantly boosting Instagram follower count from 150 to 320 and increasing discord engagement from 86 to 420.
- Created instructional workshops, led graphic design initiatives, planned successful fundraising events (raising \$550 with a 15% profit margin), and designed merchandise to support the farmer's market.

PROJECTS

2023

UX Designer ROUX

- Spearheaded and created the design and development of ROUX, a mobile app focused on mindful eating practices for individuals with neurodiversity.
- Conducted extensive user research through interviews and created detailed personas to understand user needs and challenges.
- Analyzed the competitive landscape and identified a market gap for mindful eating tools geared toward neurodivergent individuals.
- Designed the app's UI with Figma for prototyping, wireframing, and user testing, and Adobe Creative Cloud for visual design, while developing clear UI copy and implementing user research and content strategy to ensure a

TECHNICAL SKILL

Figma

UI\UX Design

Trello

Branding Identity

HubSpot

SEO Fundamentals

HootSuite

User/Market Research

Graphic Design

Google Analytics

Adobe Creative Cloud

EDUCATION

Double Bachelor of Arts Communications and Digital Media

Prairie View A&M University

Certifactions

Google Coursera UX Design

Google Digital Marketing

HubSpot SEO & Social Media Marketing