

Jiawei Gee, Designer

Digital Marketing Studio, Design Lead

2023 - Present | Remote

Collaborate with photography businesses to build websites, enhance SEO, create marketing materials and launch marketing campaigns for Facebook and Google Ads.

Took charge of client needs such as creating promotional videos, setting up Google Tag Manager, troubleshooting website and mobile issues. In addition to establishing internal automations and pipelines.

Movieweb, Freelance Photo Editor

2022 - 2023 | Remote

Directed the conception and design of Images used in promoting Movieweb.com and its various channels.

Instructed various needs within the company such as the creation of Youtube thumbnails and conception of designs and design ideas.

Queensboro Shirt Co, Marketing Designer

2021 - 2022 | Wilmington, NC

Visualized and devised marketing promotions including web banners, social media posts, and printed material.

Took charge of internal photography and videography needs. This included documenting company luncheons and directing the company newsletter the "QB Chronicle".

Freelance, Graphic Designer

2018 - Present | Remote

Launched multiple client centered projects ranging from logo design to poster and web design.

jiaweige.com

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Appalachian State University

2016 - 2022

Bachelor of Fine Art - Graphic Design

Minor - Sales

Skills

Branding

Photography

Videography

Video Editing

Web Design

User Research

UI Design

UX Design

SEO Optimization

Google Tag Manager

Google Ads

Marketing Pipeline

Marketing Funnels

Tools

Illustrator

Photoshop

InDesign

After Effects

Lightroom

HTML & CSS

MarketSurge

ActiveCampaign

Typeform

GoHighLevel

Canva

Capcut

Wordpress

Wix

Squarespace

Showit