

JERMIINE HODGE

E: jerminehodge1@gmail.com T: 347-322-5135 W: jerminehodge.com

EXPERIENCE

Mullenlowe NY

Jan 2022 - Sep 2024

Art Director

- Developed "Super Bowl 57" social-first content for the E*TRADE Baby social channel, leveraging popular culture trends for maximum engagement
- Collaborated closely with copywriters and production teams to create multi-platform concepts aligned with brand identity
- Art directed social media campaigns for E*TRADE, Scotts, Navy Federal Credit Union, and Invesco
- Created trend-driven content for E*TRADE's channels to enhance audience interaction
- Conceptualized and art directed social-first content for Scotts Instagram channel with more relatable and social-friendly perspective

Kingsborough Community College

Jan 2024 - Jun 2024

Graphic Designer

- Contracted to design branding materials for the KCC Annual Scholarship Fundraiser, enhancing event visibility
- Created social media and website assets to increase engagement and awareness for college events

TBWA\Chiat\Day NY

Jun 2021 - Jan 2022

Associate Art Director

- Developed creative concepts for Nissan Sales Events from concept through execution
- Art directed visuals for Nissan's 2021 "Thrill of the Drive," "Model Year-End," and "Year-End" campaigns

Medgar Evers College

May 2017 - May 2021

Communication Broadcast Multimedia Production Coordinator

- Developed cohesive marketing campaigns across print and digital platforms to boost event participation
- Designed and branded the college's 50th Anniversary logo, creating a visual identity that resonated with both students and alumni
- Produced marketing materials for the college's annual "5K Run/Walk, Soul Fest" and Pinnacle Awards"

Boy Scouts of America

Mar 2015 - Jan 2017

Program Specialist

- Provided weekly leadership and engaged youth in activities that promoted life skills like physical fitness, environmental conservation, and personal development

Brooklyn Navy Yard Development Corporation

Jun 2013 - Jun 2016

IT Support and Records Management Intern

- Provided IT support across departments, assisting with software installations, system configurations, basic hardware setups, and troubleshooting technical issues; tracked network events and contributed to maintaining system uptime and user productivity
- Organized and maintained company records, ensuring efficient file management and retrieval systems

EDUCATION

City College of New York

May 2021

Master of Professional Studies in Branding & Integrated Communication

- Graduated with the highest score in the creative track

Medgar Evers College

Jun 2017

Bachelor of Science in Computer Information Systems

- 3x Dean's List Awardee

Medgar Evers College

Jun 2015

Associate of Science in Business Administration

ACHIEVEMENTS

2021 Civic Engagement Award

Jun 2021

Honored for selfless support towards the Medgar Evers College student body.

Winner - University of the West Indies

"Call for Art" Competition

Aug 2014

"Youth Unemployment" was selected for publication in a Special Issue of the Sir Arthur Lewis Institute of Social and Economic Studies (SALISES) Journal.

Finalist - "Brooklyn Lit Match" Competition

Sep 2011

Poem entitled "Yes I'm Black" published by Akashic Books and featured at the Brooklyn Book Festival.

PROFESSIONAL DEVELOPMENT

Mentee, 2022 ANDY Awards Creative Mentorship Program

The Advertising Club of New York

Mar 2022 - Mar 2023

- Completed a year-long series of monthly one-on-one mentorship sessions with the Chief Creative Office at [Translation Advertising Agency](#) to deepen creative skillsets, explore leadership development, and gain career insight
- Participated in the ANDY Awards' Face the Future initiative, focused on fostering future-ready creative talent through personalized mentorship

SKILLS

- Art Direction (Social & Integrated Campaigns)
- Motion Graphics & Video Editing
- Branding & Visual Identity Design
- Editorial Design
- Photo Retouching & Manipulation
- Storyboarding & Visual Planning
- Web & Digital Asset Design
- Trend-Driven Content Creation
- Basic Web Development (HTML/CSS)
- CMS Platforms (e.g., Shopify, Wix, Weebly, Squarespace)
- IT Support & Troubleshooting
- Microsoft Office & Google Workspace
- Team Collaboration & Creative Leadership