

JERMIINE HODGE

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EXPERIENCE

CUNY Central

Oct 2025 - Present

Photographer/Videographer

- Creates professional photo and video content for university events, campaigns, portraits, and communications. Produces visuals for use across social media, digital platforms, print, and other university communications
- Captures and edits video from production through final delivery, refining footage into polished content formatted for social media, television, and broadcast platforms

York College, CUNY

Aug 2025 - Present

Marketing Support Specialist

- Contracted by York College, CUNY to develop and execute marketing campaigns for the 60th Anniversary and Giving Tuesday (fundraising goal: \$175,000)
- Led concept development, research, and execution to deliver creative strategies that drive fundraising impact and stakeholder engagement

Mullenlowe NY

Jan 2022 - Sep 2024

Art Director

- 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
- Developed Super Bowl 57 social-first content for the E*TRADE Baby social channel, leveraging popular culture trends for maximum engagement
- Conceptualized and art directed social first content for Scotts Instagram channel with more relatable and social-friendly perspective

TBWA\Chiat\Day NY

Jun 2021 - Jan 2022

Associate Art Director

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

Medgar Evers College, CUNY

May 2017 - May 2021

Communication Broadcast Multimedia Production Coordinator

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

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