



# JENNY MEY

CREATIVE DESIGNER & WEB DEVELOPER

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www.ameyven.design

## PROFILE

- Design across web, print, and operations
- Visual + website execution
- Self-directed and proactive
- Creative + technical problem solver
- Reliable and detail-oriented

## EDUCATION

**CENTRAL PIEDMONT COMMUNITY COLLEGE**  
CHARLOTTE, NC

- Advertising + Graphic Design, AAS • 2017
- Computer Technology Integration, AAS • 2014

## TECHNICAL SKILLS

### DESIGN & CREATIVE

- Print Production
- Typography
- Logo & Brand Design
- Web Design (UI/UX)
- Photography & Content Creation

### WEB & DEVELOPMENT

- Wix / Wix Studio
- WordPress (Elementor)
- Squarespace
- E-Commerce
- HTML & CSS
- Website Maintenance & Optimization
- Responsive Design

### DESIGN TOOLS

- Adobe Photoshop / Illustrator / InDesign
- Adobe Lightroom / After Effects / Premier Pro
- Adobe XD
- Figma
- Adobe Express
- Canva

### MARKETING & CONTENT

- Email Marketing:  
Mailchimp / Flodesk / Substack
- Social Media Content (Instagram, Reels)
- SEO
- Video Editing (InShot, CapCut)

### OPERATIONS & SYSTEMS

- Dubsado (CRM & Proposals)
- Kartra
- Google Workspace
- Dropbox
- Project Management  
ClickUp / Trello / Asana / Slack
- Workflow & Systems Setup

### ADDITIONAL

- Mac OS & Windows
- Client Communication & Project Coordination
- E-commerce Support & Order Management

## EXPERIENCE

### DESIGN + OPERATIONS MANAGER

2018 – Present

#### EFFORTLESS ENTERTAINING

- Managed website content and digital assets to support brand growth
- Produced email campaigns and newsletters to drive engagement
- Designed marketing materials for workshops, events, and promotions
- Supported event execution and client communications
- Streamlined backend systems to improve workflow efficiency

### EVENT DESIGN & MARKETING SUPPORT

2024 – Present

#### COME TO THE TABLE NC

- Designed event branding and marketing collateral
- Created print materials, including programs and event signage
- Supported promotional content and communications
- Assisted with event execution and design deliverables

### DESIGN LEAD | GRAPHIC & WEB DESIGNER/DEV

2018 – 2021

#### TRAVEL MARKETING & MEDIA

- Designed and developed Wix websites for travel advisors, aligning with brand and audience needs
- Created marketing collateral, including lead magnets, logos, and content
- Streamlined design and project workflows in Trello
- Trained and supported designers to ensure consistency and quality across deliverables

### ASSISTANT GRAPHIC DESIGNER

2017 – 2019

#### CHARLOTTE SYMPHONY

- Designed print and digital marketing materials
- Assisted in producing concert programs and large-scale print collateral
- Supported the visual communications team with layout design, edits, and brand consistency

## FREELANCE EXPERIENCE

Designed branding, websites, and marketing materials for small businesses and organizations. Provided print, design, and operational support as needed.

- Mom League – Designed city-specific logos and flyers
- StickNWrap – E-commerce development and website setup
- Kits for Kinder – Brand development, flyers, and website design
- Truitt House Living – Designed logos and stationery
- Black Labs Ventures – Marketing design, website support, and digital assets
- Kirsten Dexter Fine Jewelry – Product photography and marketing assets
- West Michigan Symphony – Print and digital promotions
- Anik Collective – Social content and brand design
- Portrait Associates – Print and marketing materials
- AvidXChange – Corporate marketing collateral
- FocusWP – White-label design and website support for client projects
- Me Lieu Stays – Website and brand support
- Nutty One by Nature – Packaging and product branding
- Melrose Coffee – Branding and marketing support
- Green Bird Labs – CBD label/packaging design and product renderings
- Task Birdie – Interactive PDFs, digital assets, and email marketing support