



GRAPHIC DESIGNER
& MARKETING STRATEGIST

SKILLS

Design & Software

Adobe Creative Suite
Qualtrics

Communication

Visual Storytelling
Positioning

Marketing & Branding

Brand Identity
Campaign Strategy
Content Creation

Technical

Print Production
A/B Testing

Consumer Insights

B2B & B2C Marketing
Audience Segmentation
Market Research

AWARDS & RECOGNITIONS

AAF Akron Silver Addy Award, 2025

Venice Biennale International Travel and
Study of Art Scholarship, 2024

The University of Akron, President's list

Emily Davis Gallery, Juried show participant,
2024

Top 4 Graphic Design Junior Portfolio,
Myers School of Art, 2024

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 [@cmykjacob](https://www.instagram.com/cmykjacob)

EDUCATION

The University of Akron | Akron, OH

BFA Graphic Design, Minor in Marketing, May 2025

Akron Early College High School | Akron, OH

Honors Diploma, May 2021

Certifications

- Content Marketing Certification, 2024
- Adobe Certification, 2021

EXPERIENCE

The University of Akron College of Business | Akron, OH

Graphic Design Intern, January 2024–May 2025

Designed promotional and recruitment materials following university brand guidelines. Created digital and print assets for marketing campaigns and events.

Design x 9 | The University of Akron

Student Designer (Fall 2024–Spring 2025)

Work with on-campus and off-campus clients through the university's in-house design studio. Develop brand-aligned multimedia materials, ensuring production ready execution.

Barnes & Noble College | Akron, OH

Campus Store Team Member, Aug 2021–Present

Assisted students in selecting course materials and academic resources. Provided customer service and managed inventory operations.

Leadership

- Student Design Society, President, 2023–2025
- Student Art League, Member, 2022–2025

FREELANCE & VOLUNTEER WORK

Freelance Logo Design

- President R.J. Nemer, The University of Akron, Personal Logo
- NMOE, Brand Refresh

The University of Akron School of Nursing | Akron, OH

Apparel Design and Identity

The University of Akron, Graphic Design Senior Exhibition, Art Director

Akron Art Museum

Volunteer, 2023–2024