

JENNA KOYAMA

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EDUCATION

Syracuse University
S.I. Newhouse School of
Public Communications
B. S. in graphic design

SKILLS

Adobe Creative Suite

Photoshop
Premiere
After Effects
Illustrator
InDesign
Lightroom

Other Programs + Tools

Sketch
InVision
Final Cut Pro
Google Workspace
Keynote, PowerPoint
Weebly, Wix, Squarespace
DSLR photography

EXPERIENCE

Art Director • VaynerMedia

Jan. 2021 – present

Current clients: TikTok, Toyota Service Centers

Past clients: NBCUniversal, Johnson & Johnson, Lyft, Amazon Prime Video, Hulu, Turner

Developed and pitched social media content roadmaps and activations

Ideated and created still and video assets for organic and paid social platforms

Compiled styleboards and shot lists for video and still photography content captures

Designed presentation decks for new business pitches

Previous: Jr. Art Director • Feb. 2019 – Jan. 2021

Previous: Design Resident • Sep. 2018 – Feb. 2019

Graphic Design Intern • The Tangent Agency

Jun. 2018 – Sep. 2018

Created layouts, templates, product mockups, and motion graphics for presentation decks

Created logo concepts for new and existing brands

Participated in marketing brainstorming

Graphic Design Intern • Whalerock Industries

Sep. 2017 – Nov. 2017

Created social media graphics for company-owned properties and partner brands

Created video graphics for company-produced content

Assisted with the development and production of online video content

Art Department Intern • Los Angeles Magazine

Jun. 2017 – Dec. 2017

Created graphics for the magazine's social media accounts

Mocked up page layouts and design concepts

Edited and retouched images for use in layouts

Graphic Design Intern • Herbologie Studio

Jun. 2016 – Aug. 2016

Designed marketing materials promoting company's merchandise

Photographed company's merchandise

Worked with other employees to create social media content

Digital Photography Teaching Assistant • Punahou School

Jun. 2015 – Jul. 2015

Assisted middle school students with photographic composition and editing software

Taught short lessons about photography and design

Created and maintained class' portfolio website