Dee Davidson

DIGITAL CONTENT CREATOR

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Digital Storyteller with 5+ years of experience designing content plans and illustrating compelling stories for diverse audiences in entertainment, education, and media organizations. With a passion for building editorial content, producing scripts and lectures, and an eye for trends and newsworthy content. Willing to roll up my sleeves to empower organizations with culturally diverse communications strategies, from online content and website development, to printed media publications.

AREAS OF EXPERTISE

Content Curation | Digital Marketing | Project Management | Creative Solutions | Media Production | Entertainment Communications | Developer

PROFESSIONAL EXPERIENCE

Teacher – Graphic Communication and Design, *Upson-Lee High School,* Thomaston, GA **July 2020 – Present**

Graphic communications and marketing expert on a mission to advance students' compositional strategies in graphic design, foundational principles, and design theory to build functional, impactful, and engaging content.

- Collect and analyzing data to measure student skill gaps and assess learning needs to develop course rubrics for 85+ students each year
- Enhance students' foundational comprehension by 30% as a result of teaching practical lesson plans and curriculum focused on typography, design principles, strategic processes, and developing creative briefs
- Improve students' tool literacy by 59% across Adobe Creative Suite including InDesign, Photoshop, and Illustrator
- Increase course enrollment by 45% within the first year of teaching graphic communication and design courses and boost student confidence and pride for the department portfolio showcase

Creative Lead, *One Funny Momma Productions Inc.,* Fayetteville, GA **Sep 2019 – July 2020**

Digital content creator designing promotional materials for various events, like social previews and flyers, preparing content for internal use, and creating customizable templates used for multiples purposes including presentations and website building.

- Led the execution of interactive marketing strategies for community involvement, increasing social media traffic by 25**%**
- Administered and supported testing processes and policies of social media platforms; ensuring social media optimization
- Managed 5 design projects at once under intense pressure, on budget and on time; resulting in the proper brand alignment and quality control of 50+ works of art
- Created, edited, and uploaded product photography and descriptions to the e-commerce platform; attributing to $5,000 of sales revenue accumulation in 45 days
- Complied with all requirements for mandatory reporting of the return on social media traffic, content quality and relevance, and multimedia project management

After-School Film Instructor, *Ivy Preparatory Academy,* Atlanta, GA **Dec 2018 – Aug 2019**

Film professional offering instruction in filmmaking, film history and appreciation, specializing in specific aspect of the industry, like screenwriting or film direction, and advised and managed student projects.

- Collaborated with the after-school program staff and community, coordinating 5+ family engagement workshops and monthly newsletters highlighting the program's key objectives
- Led after-school lectures for 25+ 7th and 8th grade students; successfully teaching the fundamentals of filmmaking
- Utilized research-based theories and strategies to establish the film studies curriculum and best practices
- Coordinated parent-teacher and student-teacher conferences to review student performance and behavior, resulting in a 40% increase in student productivity

Lead Program Graphic Designer, *Discover the World of Communication,* Washington, D.C. **Aug 2016 – May 2018**

Design specialist creating visual concepts, using computer software to communicate ideas that inspired, informed, and captivated consumers, and developed the overall layout and production design for advertisements, brochures, magazines, and reports.

- Organized educational and influential field trips to the Newseum, National Mall, The Smithsonian Museums, National Gallery of Art, and National Zoo for 125+ students, boosting student self-confidence in the arts by 70%
- Developed numerous marketing programs such as logos, brochures, newsletters, and advertisements; attributing to 75% of the graphic and print designs created to influence visual communication
- Worked in close collaboration with students on concepting, designing, and producing high quality media products across all relevant social and digital channels, reducing the average student's time to first draft by 15%

EDUCATION

American University, *Master of Fine Arts (Concentration: Film & Electronic Media),* Washington, D.C. **Aug 2018**

Grade Point Average: 3.7/4.0

Georgia Southern University, *Bachelor of Fine Arts (Concentration: Graphic Design),* Statesboro, GA **May 2016**

Grade Point Average: 3.5/4.0 (Cum Laude)