

# Di'Monds Davidson, MFA

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Communication Management | Graphic Design | Commercial Art | Print Design | Visual Communications | Brand Management

## QUALIFICATIONS SUMMARY

- **Strong verbal and written communication skills;** leveraged when gathering the design requirements of 125+ students
- **Solid time management and project management skills;** used to satisfy the requirements of multiple projects while exceeding the expectations of senior management
- **Effective interpersonal skills;** proven when collaborating with students to concepting, designing, and producing quality art
- **Excellent eye for detail and design consistencies;** used to edit 500+ design materials and to implement design strategies
- **Advanced understanding of digital and print ready artwork;** demonstrated when constructing graphic and art designs
- **Creative thinker and self-motivated leader;** utilized to teach, organize, and implement structured lessons within the arts

## PROFESSIONAL EXPERIENCE

**Creative Assistant, One Funny Momma Productions Inc., Fayetteville, GA** **Sep 2019 – Present**

- 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 90+ 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**

- 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+ 7<sup>th</sup> and 8<sup>th</sup> 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.** **May 2017 – May 2018**

- 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%

**Art and Design Graduate Teaching Assistant, American University Scholars Program, Washington, D.C.** **Jul 2016 – May 2018**

- Provided 2-hour lectures weekly, exposing students to art and design while monitoring their comprehension of content
- Enhanced student course content in the form of remediation, modification and enrichment

**Lab Supervisor, The Print Annex, Statesboro, GA** **Aug 2013 – May 2016**

- Monitored the students' usage of the print annex, design labs, and photo studio
- Verified that the appropriate students were using the print annex

## EDUCATION

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