

Artistic Summary

I am a passionate multimedia artist based in Lexington, Kentucky with a creative journey rooted in photography and graphic design. Beginning as section editor of my high school publication, I honed an early love for storytelling through visuals and words and ended up as the Editor in Chief my senior year. Initially uncertain about pursuing art professionally, my perspective shifted late during my first undergraduate years, when freelance opportunities and gig work with the University of Kentucky sparked a newfound confidence during COVID-19 times. Inspired to deepen my craft, I returned to school to study graphic design and have since expanded my artistic repertoire to include ceramics. Now, I plan to return to school to pursue a MFA in Art Studio to continue to learn new mediums and expand my knowledge on my current craft.

Artistic Experience

SJACOBS CREATIVE

Owner/Operator

Lexington, Kentucky

2020-Present

- Conceptualize and design custom graphics for digital and print media, including logos, marketing materials, social media content, and website assets.
- Collaborate with clients to understand brand identity and project objectives, delivering tailored design solutions within deadlines.
- Manage multiple projects simultaneously, maintaining consistent quality and communication with clients.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design software to create visually compelling layouts and graphics.
- Ensure brand consistency by adhering to client guidelines across all deliverables.
- Conduct professional photo shoots for events, portraits, commercial, and product photography, tailoring each session to client needs.
- Edit and retouch photos using Adobe Lightroom and Photoshop, achieving polished and visually appealing results.
- Manage end-to-end photography workflows, including pre-shoot planning, on-site direction, and post-production editing.
- Build and maintain client relationships through effective communication, timely project delivery, and exceptional customer service.
- Select and curate high-quality images for client portfolios, marketing campaigns, and social media use.
- Utilize professional equipment and lighting techniques to achieve optimal photo quality across various conditions and settings.
- Deliver photos in multiple formats, meeting specific technical and aesthetic requirements.
- Conduct research to stay updated on design trends, improving the relevance and effectiveness of creative projects.
- Prepare final designs and files for print production and digital publishing, ensuring technical accuracy and quality standards.

EVOLVE Vacation Rentals

Partner Photographer

Lexington, Kentucky

2023-Present

- Travels to shoot location and evaluates rental homes to make sure they are guest ready.
- Takes minimum of 30 unique images per home, bracketed with 9 frames per angle, 4 angles per room.
- Turns in completed images and reports back anything unsafe or dangerous, general property feedback.

Artistic Experience Continued

University of Kentucky

Marketing and Public Relations Intern

Forest Health Extension

2020-2021

Lexington, Kentucky

- Created video content for various extension programs in regard to Forest Health.
- Produced photo, written, and graphical content for all social media platforms.
- Promoted the importance of forest health message across all media platforms.

Communications and Student Relations Intern

UK Ag Equine Programs

2020-2021

Lexington, Kentucky

- Produced photo, written, video, and graphical content for all media platforms..
- Implemented a photo management database and all instructional materials.
- Created promotional materials including (but not limited to): flyers, infographics, posters, tri-fold pamphlets to be used for marketing purposes.

Education

University of Kentucky

BS In Equine Science and Management

2017-2021

Southern New Hampshire University

BA In Graphic Design and Media

2023-2025

Affiliations

EQAAN - Equine Alumni Affiliated Network

2023 - Present