


JORDAN SALISBURY

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OVERVIEW:

As a graphic communications professional with 8+ years of experience, I generate and produce content for digital, print and large format publications. I establish and maintain positive relationships among full-time staff, graduate assistants and student workers in donor relations, athletic and academic sectors of Clemson University.

I specialize in Adobe Creative Cloud programs such as InDesign, Photoshop, Illustrator, After Effects and Lightroom. I am performance-driven, knowledgeable and a detail-oriented design professional with significant ability to work and perform well in team environments.

PROFESSIONAL EXPERIENCE PROFILE:

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| Freelance Graphic Designer | JordanSalisb | May 11 - Present |
| Graphic Designer | IPTAY | Dec. 17 - Present |
| Creative Director | Ellevate Consulting & Creative | Aug. 18 - Present |
| Marketing Director | Alyssa Morgan Miami | Nov. 18 - July 19 |
| Sports Media Graphic Designer Graduate Assistant | Clemson University Athletics | Aug. 17 - Dec. 17 |
| Sports Media Graphic Designer Intern | Clemson University Athletics | Aug. 16 - May 17 |
| Internal Graphic Design & Animation Intern | BMW | Jan. 16 - May 16 |

SKILLS:

PROJECT MANAGEMENT

- Editorial Manager for [Orange: The Experience](#). Coordinate and sustain tasks for editors, full-time staff, sports information contacts and student-writers. Ensure compliance and review of deadlines, AP standards and Clemson branded guidelines. Communicate with outsourced printer to review all production materials and provide signature authority. Effectively lead annual bidding and invoice documents for business office.
- Direct and manage photo shoots with varying sports. Establish transfer workflow from tether capture to Lightroom and cloud based storage (Box). Live time accessibility to designated staff members. Work on-site to capture behind-the-scenes videos and photos for social media.
- Established and utilized workflow management with Trello, Microsoft Teams and Planner. Document, schedule and execute varying projects with Clemson athletics and IPTAY to ensure a cohesive visual brand. Organize and maintain remote projects with Ellevate Consulting & Creative via Trello.

DESIGN

- Identification and creation of artwork for cross-platform marketing initiatives on Instagram ([@IPTAY](#) 18.4K), Twitter ([@IPTAY](#) 13.7K) and Facebook ([@IPTAYClemson](#) 1.6K). Emphasize and maintain brand continuity with Clemson athletics while providing information to donors such as deadlines, schedule of events and other promotional items.
- Partner cross-functionally with Major Gift, Premium Seating, Donor Relation Officers and Senior Staff to conceive original designs and marketing concepts used in brochures, fliers, booklets and invitations. Ensure projects meet all deadlines and are accessible for donor events, board meetings and trustee meetings.
- Manage multiple digital and print projects at a given time while meeting proper deadlines. Serves as creative guide for key projects and events.

PRINT

- Art Director for [Orange: The Experience](#). Establish the overall visual identity by creating themes and graphics that entice donors, fans and student-athletes. Maintain a positive visual impact through page layout, image selection and overall brand voice.
- Produce and design three major IPTAY solicitations per year with variable data that follows U.S. postal regulations. Communicate with outsource printer and senior staff to ensure files are properly set-up, packaged and shared for production and data merge.
- Communicate and work remotely with the Executive Director of Aurora and Wheaton, Illinois to produce city-wide branded content including brochures, fliers, presentation materials and invitations. Serve as the Creative Director in design, production and communication with external clients and businesses.

EDUCATION:

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| Master of Science: Human Resource Development & Athletic Leadership | Clemson University Aug. 2019 |
| Bachelor of Science: Graphic Communications | Clemson University May 2017 |
| Study Abroad: International Packaging Design for the Global Marketplace | PI Global Maymester 2015 |
| Associate in Applied Science: Graphic Design | Waubonsee Community College May 2013 |