

JOCELYN ALLEN

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EDUCATION

Garden State Yoga · Hatha Yoga Level 1 Certification (RYT 200)

Fairleigh Dickinson University - Florham Campus · BFA, Computer Graphics

Parsons School of Design · Web Design Basic Core: Color Theory, Digital Imaging w/ Photoshop and Web Design; Fashion Photo-styling Continuing Education Course; Intensive Fashion Design Program

EMPLOYMENT

Digital Marketing, Design & Development

Self-employed (State Certified Vendor) - May 2017 to present

Digital Art Director, BlackEnterprise.com

Black Enterprise Magazine - May 2010 to Jan 2015; June 2015 to present

- 2018 BlackEnterprise.com responsive re-design; Digital franchise re-branding (online advertorial and editorial packages)
- 2016 'BE Digital' Cover designs
- 2011 Art Direction/ Design of BlackEnterprise.com; Mobile Platform, launch Q4 2010
- Design of microsite and digital ad units for 2010 Pepsi Golf & Tennis Challenge; 2010 and 2011 Women Power Summit
- Re-design of digital Magazine subscription ads; increased new, renewal and 'gift' enrollment
- Managed BlackEnterprise.com Web Design Interns 2010 to 2011

Web & Front End Developer, IT Department

Essex County College - October 2011 to June 2017

- Creative Direction (management) of new Brand Campaign (April 2014 through January 2015)
- Art Direction/ Design of Print brand collateral for 2012 and 2013 'Rethink Summer. Graduate Sooner' campaign; 2015 Golf and Tennis Scholarship Tournament; 2015 and 2016 Summer Youth Program
- Implemented Google Analytics; launched essex.edu/onlinecatalog and essex.edu/summercamp
- Worked with the Marketing Content Manager to launch Social Media (Facebook & Twitter) Managed In-house Freelance Web Development
- Web and Graphic Designer (Developer), Department of Marketing & Communications from October 2011 through March 2016

Senior Web Designer/ Developer, Essence.com

Essence Magazine, A Time Inc. Company - July 2005 to November 2009

- Art Direction/ Re-design of Essence.com under Warner Brothers Partnership; live September 2008 through November 2009 and Essence Makeover Magic Tool; launch June 2009
- Design/ Production of 2007 and 2008 Essence Music Festival (EMF) site and digital ad units
- Provide creative direction to online design staff, junior designers and interns
- Monthly page views increased progressively from date of hire
- Freelance Web Designer - 2005 to 2007; Jr. Web Designer - 2002

Senior Designer (Web/ Print), Marketing & Communications

BZA, LLC. - July 2005 to January 2007

- Web design, site maintenance and project management.
- Print Projects include advertisements and corporate branding.

Assistant Fashion Co-ordinator

Bad Boy Entertainment - 2001

- Fashion Photo styling/ Personal Shopping for the Executive, Sean "P. Diddy" Combs.
- Assistant to the Executive Assistant For Sean John Clothing.
- Talent Scout (models and dancers) for various Bad Boy projects.

COMPUTER SKILLS

PC/ Mac; MS Office; Basecamp; Adobe CS/ CC; Final Cut Pro, iMovie, Brightcove, Limelight, Youtube; Omniture, Google Analytics, SEO; WordPress CMS (PHP), CSS, HTML, Vignette; Twitter, Instagram, Facebook, Snapchat, Pinterest, Ning; Ellucian Exact Target

HONORS

- Member of the Essex County College 2013-2018 College Core Strategic Planning Team
- 2016 Essex County College Student Life and Activities Certificate of Appreciation
- ASME National Award Finalist, General Excellence Interactive Feature Category for Essence.com 2008 'Will You Marry Me?' and 2007 '30 Dates In 30 Days'
- 2007 Essence Magazine Employee Recognition Award Recipient; 2 Merit Bonuses earned during 2007
- 2007 Essence Cares website appeared on Oprah Winfrey Show

PROJECTS/CLIENTS

Black Doctoral Network

Caroline V. Clarke

Children's Place

Cocoa Media Group

Covergirl

Dell

Dudley Hospitality Group (Chef Henry Dudley)

Frontline Ministries

Kean University

Kent Place School

Passion For the Palate (Chef Kim VanKline)

Porsche

The Rainford Group

Sean Combs Enterprises

Shell

Toyota