



Jessica Goldberg

Digital Designer

I'm a digital designer with a unique background in digital marketing, UX/UI design, and hospitality. I'm passionate about creating meaningful experiences through digital design and storytelling.

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Work Experience

Marketing & Member Benefits Program Specialist State Bar of Texas

August 2022 - Present, Austin, TX

Marketing & Design:

- Collaborated with 34 partners quarterly to collect and update images and copy for ads, website, and marketing materials in order to promote the Member Benefits program
- Created concepts and designs for a variety of projects, including website ads and images, print collateral, Texas Bar Journal ads, media kits, presentations, Member Benefits eBlasts, and social media posts reaching ~100,000 Texas lawyers
- Developed a comprehensive marketing plan to increase program awareness and drive member engagement which ultimately brings in revenue for the Bar
- Developed a system to rotate promoting vendors monthly and quarterly, while also tracking and analyzing clicks and impressions for social media posts, Member Benefits eBlast, and web ads
- Created quarterly web ads & Texas Bar Journal ads for law firms, paid advertisers, as well as in-house ads for different State Bar of Texas programs

Administrative & Event Planning

- Processed and organized information from 56 exhibitors and 33 law firm sponsors for the State Bar of Texas Annual Meeting, where I managed all of the exhibitors and booths
- Created an Exhibitor Marketing Toolkit with graphics for exhibitors to post on Instagram, Facebook, LinkedIn, and Twitter
- Created print ads, email banners, eBlast graphics, hotel keycard sleeve, ads for inside covers of the spiral notebook giveaways, all social media posts, as well as ads for inside the event guide given to all attendees of the Annual Meeting

Marketing Manager CBD Delivery ATX

April 2021 - December 2021, Austin, TX

- Analyzed customer data to identify key trends and inform marketing initiatives as well as website and campaign performance data to identify areas of opportunity
- Increased Instagram followers by 134% over an 8-month period and implemented systems for tracking SEO and Insights
- Developed a range of marketing materials, including brochures, flyers, and presentations, resulting in improved customer engagement

Work Experience, Continued

Senior Manager

Lead Server, Classroom Facilitator: July 2010 – September 2016

The Cheesecake Factory

September 2016 - April 2021, Bridgewater, Short Hills, Jersey City, Edison, NJ; Austin, TX

- Managed all work groups within the front of the house including Bakery, Bar, Front Desk, Server, and Busser work groups while keeping teamwork top of mind. Other duties included inventory, ordering, financial management, scheduling, hiring, recognition, and onboarding
- Controlled day-to-day operations with shift management strategies and effective food and labor controls, while also assisting in the forecasting of sales and labor each month
- Provided leadership, mentoring, and coaching to lower-level managers and staff while monitoring performance, conducting evaluations, and implementing corrective actions or merit increases
- Upheld the standards of service expectations by guaranteeing utmost guest satisfaction as the highest priority, including investigating, and resolving guest complaints about food quality, service, and accommodations with excellent customer service skills

Education

Thoughtful

UX/UI Design

December 2021 - June 2022, Remote

The UX/UI design program taught the fundamentals of user experience and user interface design. I was able to learn to create digital products that are user-friendly, visually pleasing, and functional. Through a combination of lectures, workshops, and hands-on projects, I gained the skills to create effective and efficient user experiences. With that, I now have an understanding of the principles of design, including typography, color, and layout.

Courses

- Introduction to Social Media Management – *Coursera*
- Fundamentals of Social Media Advertising – *Coursera*
- Social Media Management – *Coursera*

Skills

Microsoft Office • Figma • Adobe XD, Photoshop, Lightroom • Notion • Maze • Canva • Visual Design • Wireframing • Prototyping • Branding • User Research • Usability Testing • Creative Problem Solving • Organization Skills • Google Docs & Forms • Event Management • Hospitality