

JENNA YAMADA

CONTACT

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LEADERSHIP EXPERIENCE

Junior Varsity Basketball Coach

— Peninsula High School

November 2022 – May 2024

- Provided guidance and mentorship to 10 players to enhance their skills and performance
- Facilitated conflict resolution within the team
- Established a positive team environment and experience for student athletes

Barista/Shift Lead — Corridor Flow

September 2022 – April 2023

- Maintained a clean and welcoming environment, adhering to health and safety standards to ensure customer comfort and safety
- Acted as a key point of communication between managers and staff, coordinating efforts to uphold service and quality standards

COMPUTER SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Microsoft Outlook
- Microsoft Excel
- Microsoft PowerPoint

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Science: Graphic Communication

Concentration: Design Reproduction Technology

Minors: Event Planning & Experience Management, Packaging

PROFESSIONAL EXPERIENCE

Project Manager/Designer — SooHoo Designers

February 2023 – present

- Collaborate on designing marketing brochures, flyers, and other collateral tailored to client's needs
- Create various layouts that follow Client's brand guidelines
- Consult with about 6 clients on branding and marketing strategies
- Ensure design capture's the project's main messaging
- Utilize typographical skills to create engaging posters and brochures
- Retouch images and details using Adobe Photoshop
- Manage about 20 annual project schedules and ensure timely deliverables
- Support Creative Director and Account Executive with daily operations

Marketing Volunteer — Gardena Valley JCI

December 2022 – August 2023

- Designed flyers and marketing material for Gardena Valley Japanese Cultural Institute events
- Met deadlines for event promotions effectively
- Contributed to enhancing visibility and engagement through creative collateral

Marketing Volunteer — San Luis Obispo Botanical Garden

February 2021 – April 2021

- Produced and edited a promotional video for SLO Botanical Garden's children's program
- Using graphics, images, typography, I created compelling marketing flyers and social media content for the garden's needs
- Collaborated with the marketing team to achieve campaign objectives

Graphic Design Student Intern — Cal Poly Extended Education

October 2019 – December 2020

- Designed and edited diverse range of materials including flyers, banners, and Zoom backgrounds
- Ensured adherence to branding guidelines and improved proficiency in layout and typography
- Supported promotional efforts for Cal Poly Extended Education and Study Abroad programs

Co-Public Relations Chair — Cal Poly Nikkei Student Union

October 2019 – April 2020

- Designed club logo and merchandise, maintaining brand identity
- Managed content and engagement on club social media platforms
- Contributed to enhancing visibility on campus and member participation

Graphics Team Leader — EPIC Movement

September 2019 – March 2020

- Designed Microsoft PowerPoint slides for weekly club meetings to communicate club events, activities, and other announcements
- Worked with and led a team of 3 other individuals to coordinate a consistent look and feel
- Capture photos and videos for club to utilize on social media, promotional material, and other club needs