

Jahne Spencer

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EXPERIENCE

Bustle Digital Group, New York, NY

June 2025 – Present

Junior Designer, Branded Design Team

- Designed pre-sale and post-sale branded content and campaign storytelling for clients including **Ulta Beauty, e.l.f. Cosmetics, Maybelline New York, Dior, Cartier, Saint Laurent, Adidas, Hyundai, Nordstrom, Meta Instagram, and Paramount+**, creating, mockups, native articles, pitch decks, event assets, social-first deliverables aligned with client goals and BDG's brand voice.
- Collaborated with editors, strategists, sales teams, and art directors to translate creative briefs into cohesive visual narratives through **moodboards, brand books, layout systems, case study decks, and innovation decks**, ensuring consistency across Bustle, Nylon, W, The Zoe Report, Elite Daily, and Scary Mommy.
- Contributed to branded production shoots and campaign execution by supporting **pre-visual planning, CMS updates, and asset management**, while maintaining organized visual systems and developing polished client-facing presentations.

Design Intern, Editorial Design Team

June 2023 – September 2023

- Designed editorial graphics and layouts for **Nylon, Elite Daily, Bustle, W, The Zoe Report, and Scary Mommy**, supporting daily publishing needs and enhancing brand storytelling through trend-driven, visually engaging assets.
- Assisted with creative production shoots and pitch deck mock-ups, retouching assets and executing real-time layout updates under **fast-paced editorial deadlines**.
- Reorganized Adobe Creative Cloud libraries and streamlined shared brand assets, improving team **workflow efficiency** and accessibility across multiple editorial brands.

E.L.F. Beauty, New York, NY

December 2024 – May 2025

Digital Design Intern, e.l.f. SKIN

- Collaborated with art directors and copywriters to concept and design **omnichannel digital assets for the e.l.f. SKIN rebrand**, including product marketing visuals, campaign graphics, and e-commerce-ready creative aligned with the refreshed brand identity.
- Supported creative direction on **product campaign shoots**, assisting with pre-production planning, on-set continuity, and ensuring visuals translated effectively across **digital retail and marketing channels**.
- Contributed to **concept development** for a new product launch, shaping campaign visuals and brand storytelling to **drive engagement** and strengthen overall brand identity.

AS Beauty Group, New York, NY

February 2024 – May 2024

Social Media Intern

- Created and edited short-form video, branded graphics, and social copy for **Bliss, Laura Geller, Julep Beauty, Cover FX, and Mally Beauty**, driving a **20% increase in engagement across platforms**.
- Built and executed content strategies through **Dash Hudson**, while maintaining a centralized asset library that streamlined cross-brand campaign rollouts.
- Researched competitors and trends in real time to optimize branded storytelling, ensuring content aligned with platform-native formats and audience expectations.

Marymount Manhattan College – Fifth Floor Film Festival, New York, NY

September 2022 – May 2023

Producer

- Directed the creative identity for the annual student film festival (100+ attendees), producing the **official poster, website, and digital content rollout**.
- Oversaw a full production pipeline for **15 student films**, managing pre-production schedules, asset collection, and day-of festival logistics.
- Elevated festival visibility through trailers, director interviews, and promo content optimized for digital audiences and social platforms.

YouTube Content Creator, Remote

June 2018 – October 2019

Self-Employed

- Grew a K-pop-focused YouTube channel to **6K subscribers and 1.5M+ views** through engaging visuals and strategic video releases.
- Boosted audience retention with visually striking thumbnails and high-quality videos using **Photoshop, Canva, and Filmora Wondershare**.
- Managed content planning, production, and scheduling, achieving **consistent growth** and community engagement.

EDUCATION

Marymount Manhattan College, New York, NY

Bachelor of Arts in Digital Media and Video Production; Minor in Graphic Design

Lambda Pi Eta National Communication Honors Society

SKILLS

Creative & Design: Graphic Design, Branding, Visual Storytelling, Campaign Concepting, Creative Direction, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Figma, Canva, CapCut

Marketing & Content: Content Strategy, Social Media Management, Copywriting, Trend & Market Research, Community Management, Event Planning

Tools & Platforms: Dash Hudson, CMS, Later, Wrike, Monday, Google Suite, Microsoft Office

Professional: Collaboration, Time Management, Project Coordination, Research/Coordination, Photo/Video Production Support