

Jahne Spencer

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EXPERIENCE

Bustle Digital Group, New York, NY

June 2025 – March 2026

Junior Designer, Branded Design Team

- Designed pre- and post-sale branded content for clients including **Ulta Beauty, e.l.f. Cosmetics, Maybelline New York, Dior, Cartier, Saint Laurent, Adidas, Hyundai, Nordstrom, and Meta**, creating **sponsored content graphics, social ads, native article layouts, pitch decks, and campaign mockups** aligned with client objectives and BDG brand standards.
- Collaborated with editors, strategists, sales teams, marketers, and art directors to translate creative briefs into cohesive visual narratives across Bustle, Nylon, W, The Zoe Report, Elite Daily, and Scary Mommy, producing **moodboards, case studies, innovation decks, branded storytelling assets, and new business proposals**.
- Supported **cross-functional creative operations** by developing Canva templates, assisting in the transition of marketing materials from Keynote to Canva, maintaining organized asset libraries and CMS updates, and contributing to BDG Studios website and social content initiatives.

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**, contributing to a **20% increase in engagement** across platforms while optimizing content through performance tracking and insights.
- Supported influencer marketing and giveaway initiatives by coordinating product send-outs, elevated gift wrapping, and shipment logistics, ensuring timely and on-brand delivery and a polished unboxing experience.
- Maintained organized asset libraries and assisted with cross-functional coordination across multiple brand campaigns, streamlining content execution and aligning with real-time trend and competitor research.

Bustle Digital Group, New York, NY

June 2023 – September 2023

Design Intern, Editorial Design Team

- 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.

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

September 2022 – May 2023

Producer

- Developed creative assets for an experiential film festival including **promotional graphics, trailers, event branding, and digital marketing materials**.
- 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, Remote

June 2018 – October 2019

Content Creator

- 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