

Jamie Little

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Professional Summary

Committed marketing professional and illustrator with experience in youth publishing, client campaigns, and promotional design. Skilled in social media strategy, audience engagement, and visual storytelling, with enthusiasm for creating impactful content that connects with young readers. Eager to apply creative marketing skills and growing copywriting abilities to support children's publishing initiatives.

Education

Pennsylvania College of Art & Design — Lancaster, PA

Bachelor of Fine Arts, Illustration (Expected May 2026)

Core Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign) • G-Suite & Microsoft Office • Social Media Marketing • Branding & Promotional Design • Content Creation • Researching • Networking • Sales and Recruitment Support

Professional Experience

Pennsylvania College of Art & Design — Gallery Assistant

Lancaster, PA | Mar 2024 – Present

- Create and produce signage and promotional materials for exhibitions and events, utilizing creative marketing skills to enhance brand presence.
- Assist with installation, takedown, and receptions to ensure smooth visitor experiences.
- Support communications with artists, staff, and the community, fostering strong networking relationships.

Pennsylvania College of Art & Design — Student Ambassador

Lancaster, PA | October 2022 – May 2025

- Represented PCA&D to prospective students and families through tours and outreach, demonstrating enthusiasm for the institution.
- Created and shared promotional materials highlighting campus life and programs.
- Networked with applicants via email, text, and phone to strengthen recruitment engagement and provide sales and marketing support.

Touchstone Foundation — Marketing & Creative Intern

Lancaster, PA | October 2024 – April 2025

- Contributed illustrations and design assets for the **25th Anniversary Mental Health & Wellness Coloring & Activity Book for Young Adults**, a published resource distributed to schools and nonprofits.
- Partnered with Foundation staff, mental health professionals, and design mentors to align creative work with youth wellness goals, applying research skills to understand audience needs.
- Prepared artwork for print production, ensuring quality standards and consistency across the publication.

The Agency — Marketing Intern

Lancaster, PA | January 2024 – May 2024

(PCA&D's in-house creative services firm providing students with real-world, portfolio-level training)

- Designed branding collateral and promotional materials for client campaigns, applying creative marketing skills.
- Researched vendors, budgets, and print materials to support marketing execution.
- Collaborated with intern teams to develop cohesive, client-ready deliverables, utilizing networking strategies.

Oquirrh Hills Tennis — Social Media Intern

Tooele, UT | May 2022 – July 2022

- Developed and scheduled digital content across social media platforms, creating engaging marketing materials.
- Applied new media strategies to drive engagement and promote events, demonstrating creative marketing and content creation abilities.
- Outreached to community partners to build event awareness.