JASMINE PLANK

New York City Metropolitan Area

ABOUT ME

I'm an innovative and driven individual looking for opportunities in design and the media industry. based in nyc.

ADDITIONAL SKILLS

Communication
- Project Management
- Client Communication
- Media Planning & Buying
- Creative Problem Solving
- Data Analysis & Visualization
- Creative Pitch Presentation
- UI/UX Design

Technical
- Adobe Creative Suite
- Microsoft Outlook, Excel, Powerpoint
- MediaOcean & Prisma
- Telmar
- Ripple
- Figma

EDUCATION

2018–2022

Fordham University

**Bachelors in New Media Digital Design
3.8/4 GPA**

**Minor in Computer Science
3.5/4 GPA**

LEADERSHIP

Jun 2021 – May 2022

President

of Hip Hop Dance Team at Fordham University

Jun 2020 – May 2021

Public Relations Manager

of Hip Hop Dance Team at Fordham University

WORK EXPERIENCE

Jul 2022 – Current

Initiative,
New York, NY

Associate, Point of Care & Conventions Partnerships
- Negotiate, place, & maintain Point of Care HCC & HCP buys on behalf of client. Utiltize excellent communication to assure client achieves their health education & ROI goals across 10+ healthcare brands.

Jun – Aug 2021

IPG Mediabrands,
New York, NY

Communications Design Resident
- Worked with various media planning tools alongside a small team to create and present a full pitch to a Mediabrands client – Runnerup of competition
- Assisted Healix Communications Design team with media planning for 2022

2017 – 2020

The Landing Restaurant,
New Hope, PA

Hostess/Server
- Greeted guests, attended to their dining requests, & ensured timely delivery of orders

PROJECTS & ACHIEVEMENTS

2022   ★ **HTML Identity Project**

Self taught JavaScript & CSS to build program that plays with the relationship between coding and art

2021   ★ **Mediabrands Pitch Project Runner-up**

Placed second in pitch competition to Mediabrands client

2020   ★ **SURGE App Prototype**

App prototype to better connect activists to the causes they care about – See Portfolio