

Demetria Rain Jorge

Graphic Designer & Video Editor

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Experience

County College of Morris | Randolph, NJ

Social Media Specialist | Feb 2025 - Present

Launch original awareness campaigns, including 'Choose CCM Day', inspired by National Decision Day, and 'Titan Comeback Day', aimed to reengage former students to re-enroll, while also reviving and leading a weekly student-run campaign, 'Titan Takeover', to promote campus events and increase student engagement.

Execute a 9-week summer campaign highlighting events and student services to boost engagement and expand outreach.

Lead the management of Facebook, Instagram, X, and LinkedIn using Hootsuite; produce trend-aligned multimedia assets and use analytics to drive ongoing audience growth.

Coordinate student interns on content development and campaign execution, providing guidance and creative direction.

Catapult Industries | Morris Plains, NJ

Graphic & Web Designer | Jan 2021 - Present

Design digital and print assets— social posts, flyers, newsletters, presentations, and brochures—for diverse marketing campaigns.

Manage and optimize the Wix website to improve SEO and user experience.

Coordinate design requests and provide strategic marketing input to enhance campaign effectiveness.

Establish workflows with new partners for cross-promotion, streamlining collaboration and expanding reach.

Lead design projects from concept to final production, delivering on time while applying expertise in typography, storytelling, and visual identity.

Power Design & Supply Group | East Hanover, NJ

Web Designer | Jul 2024 - October 2024

Revamped Squarespace website using custom CSS/JavaScript, leading to a 30% increase in traffic and 20% boost in conversions within 3 months.

Developed branded visuals and videos for web and print to boost brand visibility.

Philadelphia Eagles | Philadelphia, PA

Graphic Designer | Jun 2021 - Sept 2021 & Aug 2024 - Oct 2024

Designed limited-edition game-day posters for the Philadelphia Eagles as part of an NFL campaign; the posters sold out, enhancing the fan experience and boosting engagement during key game weeks.

Education

University of the Arts

B.S. Graphic Design | 2019

Minor: Motion Graphics

County College of Morris

Web Development Certificate of Achievement | 2023

Skills

Design

Brand Identity

Publication

Typography

Video Editing

Web Design

Presentation

Motion Graphics

Social Media

Software

Adobe Creative Suite

Microsoft Office

HTML/CSS/Javascript/SEO

Canva

Hootsuite

Apply Keynote

Figma

Basecamp

Procreate

CapCut