

# Jasmine Patterson

ART EDUCATOR | PHOTOGRAPHER | CREATIVE COMMUNICATIONS

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## PROFESSIONAL PROFILE

Artist, educator, photographer, and creative communications professional with experience in college studio instruction, gallery and community arts, photography production, graphic design, social media, marketing, and client education.

## EDUCATION

**M.A., Art Education** - University of Florida, Expected Dec 2026

**B.A., Art - Concentrations in Photography and Graphic Design** - McNeese State University, Lake Charles, LA, May 2015

## EXPERIENCE

**Adjunct Instructor, Art Department | Florida Southern College | Lakeland, FL | Jan 2026 - Present**

Teach introductory drawing and digital photography through demonstrations, guided practice, critique, and individualized feedback; develop syllabi, assignments, rubrics, and Canvas course materials. Support beginning artists in composition, camera controls, digital workflow, visual problem-solving, and confident creative decision-making.

**Store Manager / Customer Education & Creative Marketing | SUNMED Modern Wellness | Plant City, FL | 2025 - Present**

Lead store operations, inventory, merchandising, customer education, vendor coordination, and local outreach while creating print and digital promotions, social content, email and text campaigns, signage, and workshop materials.

**Marketing Specialist | The Lakeland Air Conditioning & Electrical Co. | Lakeland, FL | Apr 2024 - Jan 2025**

Created branded print and digital materials and social content with Adobe Creative Suite and Canva; supported expos, partnerships, and community outreach.

**Social Media Marketing Intern to Manager | Duplessis Digital Productions | New Orleans, LA | Aug 2020 - Jan 2022**

Advanced from intern to manager while developing multi-platform content, editorial calendars, client campaigns, engagement reporting, virtual-event support, and video-production coordination.

**Social Media Marketing Manager | Threadz Nola | Gretna, LA | Apr - Nov 2021**

Conceptualized digital campaigns, developed text and video content, maintained content calendars, monitored social channels, and supported promotional efforts.

**Committee Member & Lead Graphic Designer | Black Heritage Gallery | Lake Charles, LA | Oct 2015 - Dec 2021**

Supported exhibition curation, installation and deinstallation, opening events, art walks, and community art programming while designing visual materials for gallery initiatives.

**Lab Manager | First Touch Photos LLC | Kenner, LA | Oct 2016 - Apr 2020**

Managed photography-lab operations, client communication, scheduling, production timelines, image editing, marketing materials, quality control, and end-to-end order delivery.

**Graphic Designer & Sales Associate | Fashionista Boutique | Lake Charles, LA | Jul 2014 - Jul 2015**

Provided graphic design support for marketing materials and kept visual assets consistent across print and in-store displays.

## ADDITIONAL EXPERIENCE

Customer Experience Specialist, Qgiv, Inc. | Lakeland, FL - 2023 - 2024

Client Services Manager, Great Impressions Advertising & Marketing | Winter Haven, FL - 2022

Front Desk, Sales & Marketing Manager, StretchLab | Brandon, FL - 2022

## COURSES TAUGHT

Drawing I - Florida Southern College, Spring 2026

Introduction to Digital Photography - Florida Southern College, Fall 2026

## **HONORS**

Alpha Lambda Delta National Honor Society, McNeese State University - 2011

McNeese State University Academic Honor Roll - multiple semesters

## **SKILLS**

Photography and digital imaging; photo editing in Adobe Photoshop; Adobe Bridge, Illustrator, InDesign, and Premiere; graphic design and layout; Canva; social media content and strategy; copywriting; email marketing; Canvas LMS; exhibition installation; workshop facilitation; curriculum and lesson planning.