

# Jared Ninyo

[Jared.ninyo@gmail.com](mailto:Jared.ninyo@gmail.com) | 917-951-5257 | Website Portfolio: <https://www.jaredninyo.com/>

## EDUCATION:

Binghamton University, State University of New York  
Bachelor of Science in Psychology | Minor: Graphic Design

May 2023

## RELEVANT EXPERIENCE:

### Graphic Design Intern/Store Assistant

July 2024 - Present

Parfums Obim

Brooklyn, NY

- Developed and implemented visual content for social media and print, enhancing brand visibility and contributing to over \$3,000 in initial sales within the first five months
- Designed graphic elements for product packaging, in-store signage, and digital promotions, establishing a cohesive aesthetic for the brand's launch
- Organized and supported brand events, coordinating with vendors and ensuring seamless execution to attract and engage the local community

### Marketing Director/Senior Graphic Designer/Tile Sales Manager

July 2023 – Present

Urban Archaeology

New York, NY

- Employed a strategic social media strategy that directly led to an increase of over 2000 followers on Instagram and an increase of greater than 48% of Pinterest Impressions and over 456% increase in post saves
- Took initiative in the creation of impactful marketing materials such as holiday guides, product pamphlets, product cut-sheets, entry to design competitions, etc., using Adobe Suite software
- Oversaw tile and bathtub inventory, and managed end-to-end tile sales, including quality checks, vendor issue resolution, and timely order fulfillment for orders of over 10,000 dollars.

### Branding Creative Operations Intern

December, 2022 – May, 2023

Fleishman Center for Career and Professional Development

Binghamton, NY

- Communicate the goals and objective of the Student Employment initiative through design and presentation of social media posts, office resources, and flyers, resulting in a 33% increase in participants at the student employment fair
- Develop the brand identity of the Student Employment initiative and crew by collaborating with a team to create written content, employee highlights, and graphics utilizing Adobe platforms
- Designed a 14-page student employee handbook using Adobe InDesign

### Business Development Associate

March 2021 – September 2021

Castetter Cannabis Group

Binghamton, NY

- Filmed, reviewed, and edited 30-minute podcast episodes to create promotional videos using PremierePro and Photoshop for social media
- Designed and generated social media content for CCG and clients for regular postings as well as promotions for events
- Managed company Instagram account generating an increase of over 300 followers and developing over 30 pieces of new content as well as answered any questions from prospective clients

## WORK EXPERIENCE:

### Server/Cashier

May 2022 – August 2022

Magnolia Bakery

New York, NY

- Worked in extremely fast paced environment engaging with customers and providing customer service for 8-hour shifts
- Maintained a safe, clean, and positive environment while enforcing policies and regulations to customers, de-escalating conflicts, and adapting to unexpected challenges
- Opened or close the store in an efficient and timely manner, involving setting up or taking down entire front of store, cleaning the kitchen area and dishes, sweeping and mopping, and general store upkeep

## LEADERSHIP & EXTRACURRICULAR EXPERIENCE:

### Student Engagement Coordinator

January 2020 – May 2020

Green Wolverine

Binghamton, NY

- Increased awareness and student engagement on campus through flyers, social media, and tabling

### Student Member

October 2017 – May 2019

iCare

New York, NY

- Organized community outreach activities designed to spread awareness on issues, raise money for school and social programs, and boost school and community morale

## ADDITIONAL INFORMATION:

**Computer Skills:** Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Premiere Pro | Brand Design | Typography | Social Media | Basic After Effects | Microsoft Office | Google Suite | & Copy Writing