

# Jacqueline Eve Tharpe

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## EDUCATION

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**The University of Georgia Grady College of Journalism & Mass Communication**, Athens, GA *May 2026*  
*Master of Arts, Emerging Media*

**The University of Georgia Terry College of Business**, Athens, GA *December 2024*  
*Bachelor of Business Administration, Marketing*

**Minor:** Fashion Merchandising | **Concentration:** Digital Marketing

**Honors:** Summa Cum Laude (GPA: 3.95/4.00), Zell Miller Scholarship (Full Tuition), Presidential Scholar, Dean's List

**Study Abroad:** The University of New Orleans – Innsbruck International Summer School, Austria *Summer 2023*

## PROFESSIONAL EXPERIENCE

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**NBCUniversal**, *Account Service Representative*, New York, NY *March 2026 – Present*

- Manage cross-platform advertising campaigns, coordinating assets, timelines, and deliverables across internal teams
- Partner with marketing, sales, and creative teams to align campaign execution with brand messaging and audience goals
- Monitor campaign delivery and performance, identifying optimizations to improve engagement and effectiveness
- Act as a client-facing liaison, translating campaign needs into actionable solutions and ensuring seamless execution
- Develop campaign recaps and performance summaries to communicate insights and results

**The Lightroom (Media Production Agency)**, *Marketing & Creative Director*, Athens, GA *March 2025 – July 2025*

- Led end-to-end production of social-first video campaigns for lifestyle and consumer brands
- Created short-form content for TikTok, Instagram, and web, focusing on storytelling, pacing, and engagement
- Directed and assisted on shoots, guiding talent and executing creative vision
- Developed concepts, scripts, and visual assets including mood boards and shot lists
- Used analytics, SEO, and A/B testing to optimize performance and audience reach

**Tanya Taylor Designs**, *PR, Influencer Marketing, and E-Commerce Intern*, New York, NY *June 2024 – August 2024*

- Executed influencer gifting campaigns and supported product launches across digital channels
- Collaborated across PR, marketing, and e-commerce to develop campaign assets and maintain brand consistency
- Conducted trend research and assisted with photoshoot production and content organization

**Hampden Clothing**, *Fashion Buying Intern*, New York, NY *February 2025- March 2025*

- Supported trend forecasting and merchandising strategy during NYFW showroom appointments
- Organized visual assets and product data to support storytelling and buy decisions

**UGA New Media Institute**, *NMIXpert (Student Tech Instructor)*, Athens, GA *January 2025 – May 2025*

- Taught software engineering, UX, and front-end concepts while providing debugging and UI support on student projects
- Led workshops on WordPress, Figma, Xcode, and CMS tools focused on UX/UI and web development basics

## PROJECTS

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**SONO**, *Co-Founder and Product Experience Designer*, Remote *August 2025 – Present*

- Co-founded SONO, a dual app and web platform focused on music discovery and personalized listening experiences
- Help shape product vision, user experience, and visual identity in collaboration with a cross-functional team
- Design user flows, wireframes, and core brand assets to support early-stage development
- Work closely with a three-person team to develop features such as audio profiles, curated playlists, and community-driven recommendations
- Lead user interviews and testing sessions, synthesizing feedback to refine the prototype ahead of MVP launch

**UGA Service-Learning Initiative**, *Client-Based Project Team Leader*, Athens, GA *January 2024 – May 2024*

- Oversaw digital branding, packaging design, and e-commerce development for a local wellness startup
- Guided responsive site design, UX testing, and A/B optimization across marketing materials and storefront

## TECHNICAL SKILLS & INTERESTS

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**Digital Strategy & Creative:** Site Merchandising, UX Design, Trend Forecasting, Campaign Development, SEO, A/B Testing

**Technical Tools:** Adobe Creative Suite, CMS Platforms, Google Analytics, Excel, Visual Studio Code, Xcode, Canva, Joor, Figma

**Programming & Engineering:** HTML5, CSS, JavaScript, Swift, Vue.js, SQL, Python, API Integration, Bootstrap

**Interests:** Ballet, Live Music, College Football, Perfume Making