

# JACQUELYN PARSONS

## Contact

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## Education

**Bachelor of Arts  
Arts & Technology, 2013**  
*The University of Texas at Dallas*

## Skills

- Adobe Creative Suite
- Project Management
- Strategic Planning
- Microsoft Office

## Training

ESI International IT Project Management courses:

- Agile Projects
- IT Risk Management
- Managing IT Projects

## Recognition

IRS Enterprise Operations:

- "Superior Accomplishment" Award (2017)
  - "Director's Award" for the Guiding Principles Campaign (2010)
  - "MVP" Award for the Guiding Principles Campaign (2010)
- IRS "Outstanding" Performance Awards (yearly, 2014-2017)

## Experience

### Graphic Designer, *Freelance*

2019 - now

- Developed and designed full branding packages including logo design, logo variations, and social media profile photos and posting templates
- Designed a full suite of wedding signage, including logo, seating chart, menus, and invitations
- Worked within brand guidelines to create event signage, email templates, digital and print flyers, and illustrations

### I.T. Specialist, *Internal Revenue Service*

January 2014 - August 2017

- Designed clear and concise brochures, newsletters, PowerPoint presentations, and meeting materials
- Provided critical administrative support including creating briefing materials, email communications, resource and strategic planning, scheduling, monitoring timelines, and event planning
- Led a virtual monthly training seminar for approximately 250 attendees that provided process improvement opportunities by establishing training curricula for technical personnel, selecting instructors, and reviewing training documentation
- Project lead for the Filing Season Readiness team tasked with managing, developing, and tracking technology and infrastructure enhancement plans, program management plans, and dashboards

### I.T. Student Trainee, *Internal Revenue Service*

June 2009 - December 2013

- Assisted with the development of a campaign designed to promote good habits during the IRS filing seasons, including brainstorming the campaign focus, developing a communications plan, and manager's workbook
- Served as lead designer on the Guiding Principles campaign, responsible for soliciting and implementing design feedback, working with the print shop, and organizing cross-country shipments
- Aggregated information and designed brochures, posters, presentation documents, and other roll-out materials for the Guiding Principles campaign and new Microsoft products

### Marketing Director, *UT Dallas Activities Board*

Oct. 2011 - June 2012

- Responsible for creating and overseeing on-brand event marketing materials including t-shirt designs, flyers, posters, social media graphics, and campus marketing efforts for the student-run activities board
- Developed and pushed both social and print media to inform a student body of 25,000 students of all upcoming events
- Coordinated and ran committee meetings for planning social and philanthropic events