



**Nate 'Jeb' Perkins**

(617) 276-2073 | [hijebperkins@gmail.com](mailto:hijebperkins@gmail.com)

[@jebperkins](#) [www.jebperkins.co](#) [jebperkins](#)

## Education

BA, *Communication Arts: Film + Design*, Gordon College

## Professional Experience

### Freelance Brand Designer – Embodied, Inc.

Los Angeles, CA  
July 2023-Current

- Responsible for creating and executing digital creative expressions for the brand including e-commerce, email marketing, paid ads, social, and acquisition campaigns.
- Developed and re-designed email marketing creative system for a more streamlined creative process
- Assisted the Creative Director in developing new brand guidelines, including design elements, icons, and typographic treatments
- Collaborated with cross-functional business partners on an ongoing basis to build impactful and consistent brand communication, share creative content, and influence future initiatives

### Graphic Designer – IPSY/Beauty For All

Los Angeles, CA  
August 2021–May 2023

- Concepted, directed, and executed creative assets for multiple brands, in collaboration with the Sr. Art Director
- Designed digital assets including e-commerce assets, landing pages, email marketing campaigns, social media graphics, paid ads, and acquisition campaigns
- Assisted in campaign art direction for photography and video
- Assisted in the design of packaging, componentry, and print pieces
- Collaborated with cross-functional business partners on an ongoing basis to build impactful and consistent brand communication, share creative content, and influence future initiatives. Build best practices and advocate for the brand and creative throughout the larger company
- Art directed photography choices for SEO Blog posts and social media
- Managed creative projects in a high-volume and fast-paced environment

### Social Media Manager – Los Angeles Magazine

Los Angeles, CA  
June 2020–July 2021

- Adapted editorial stories to high-performing social media assets, in collaboration with editors and writers
- Coordinated and executed paid social media campaigns on behalf of the Marketing and Sales teams
- Concepted, directed, and designed social assets
- Maintained a robust Instagram, Twitter, and Facebook presence
- Generate fresh, innovative ideas that represent the Los Angeles Magazine brand

### Advertising Sales Coordinator – Los Angeles Magazine

Los Angeles, CA  
January 2019–May 2020

- Assisted integrated sales managers on a daily basis
- Executed sponsored social media campaigns across Facebook, Instagram and Twitter in collaboration with the Digital Marketing Manager
- Produced and maintained sales collateral materials, media kits, sell sheets, etc.
- Managed, distributed, and tracked the team's digital advertising materials
- Created and maintained sales boards, call schedules, and sales contest data
- Scheduled, distributed, and tracked upload artwork for print creative and digital assets
- Hired and managed a team of interns

### Graphic Designer – World Overcomers Christian Church

Durham, NC  
June 2015–June 2018

- Concepted, directed, and executed all print content such as magazines, invite cards, and bulletins for 3000+ member church
- Produced and conceptualized photo and video shoots
- Produced, filmed, and edited video content for the church website and services
- Responsible for designing and managing assets for the church's social media presence