

# FRALYN JENKINS

Moulton, Alabama • fraljenkins@gmail.com • (256) 410 5059 • [linkedin.com/in/fraljenkins](https://www.linkedin.com/in/fraljenkins) • [www.fral.work](http://www.fral.work)

## PROFESSIONAL EXPERIENCE

### FREELANCE

#### Graphic Designer

Moulton, AL  
2013-Present

- Delivered end-to-end creative solutions for 30+ clients, including branding, social media, web design, print collateral, and sales enablement materials.
- Planned and executed integrated marketing campaigns aligned with client business goals, increasing audience engagement and lead generation.
- Designed, launched, and maintained portfolio and eCommerce websites, improving UX, site performance, and conversion rates. Conducted competitive and market research to guide visual strategy, positioning, and messaging.
- Tracked campaign performance using engagement and conversion metrics to refine creative direction and improve ROI.

### BRAINCHECK

#### Graphic Designer

Austin, TX  
2024-2025

- Led creative execution for digital, social, and multimedia assets supporting SaaS marketing initiatives and thought-leadership campaigns.
- Produced graphics and video content used across web, email, and social channels, contributing to increased brand visibility and campaign engagement.
- Partnered with marketing, product, and leadership teams to support product launches, presentations, and external communications.
- Ensured consistent brand application across 100+ assets spanning digital and print formats.

### ALABAMA POWER COMPANY

#### Graphic Designer

Birmingham, AL  
2023-2024

- Supported marketing initiatives through design of digital campaigns, print materials, and executive presentations.
- Led full Shopify migration for SmartNeighbor.com, improving site functionality, usability, and content management workflows.
- Created promotional digital assets that increased website traffic and customer engagement.
- Executed and optimized targeted email campaigns using Eloqua, analyzing open and click-through rates to improve performance.

### DEPARTMENT OF DEFENSE, 14TH FORCE SUPPORT SQUADRON

#### Visual Information Specialist

Columbus, MS  
2022-2023

- Developed visual communication strategies supporting internal operations and public-facing initiatives.
- Designed digital and print materials for training programs, events, and command messaging used across base operations.
- Maintained and updated web and social media platforms, increasing reach and engagement across key audiences.
- Operated within federal brand standards and compliance requirements.

### ARMY AND AIRFORCE EXCHANGE SERVICE

#### Visual Information Specialist

Fairfield, CA  
2016-2017

- Coordinated visual merchandising, signage, and promotional materials across retail locations. Partnered with vendors and internal teams to execute marketing initiatives on tight timelines.
- Improved in-store customer experience through cohesive visual presentation and layout consistency.

## EDUCATION

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### ASIA PACIFIC COLLEGE

*Bachelor of Arts, Major in Multimedia Arts; Minor in Marketing*

Makati City, Manila, Philippines  
2008-2012

- Awards: Deans List 2009 (top 10%)

### PASAY CITY SCIENCE NATIONAL HIGHSCHOOL

*Highschool Diploma*

Pasay City, Manila, Philippines  
2004-2008

- Presidential Award for Skills Development & Entrepreneurship

## ADDITIONAL INFORMATION

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- Technical Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign), HTML/CSS, Canva, Webflow, Eloqua
- Languages: Fluent in Filipino and English;
- Certifications: HIPAA Compliant Professional, Public Trust Clearance, Cybersecurity Challenge Certificate