

DANNI CARTER

Digital Creative & Content Producer

Social-first digital creative with 5+ years of experience managing organic social presence, producing short-form content, and executing end-to-end social storytelling. Experienced across on-set production, content creation, and PDP visual execution, with a strong foundation in design and branding.

WORK EXPERIENCE

QUINCE | MARCH 2023 - PRESENT | FULL-TIME

Media Coordinator - Expanded Scope: Organic Social & Content Creation

- Independently managed the brand's Instagram organic presence, overseeing content ideation, caption writing, scheduling, publishing, and daily community engagement.
- Conceptualized and supported production of the brand's organic social on-location shoot, contributing to creative direction, filming, and content capture; regularly filmed and edited short-form content during studio and on-figure shoots.
- Managed organic social publishing cadence and competitive posting moments, ensuring brand alignment and consistency across Instagram surfaces.
- Acted as a bridge between Creative and Social (Organic and Paid/Performance) teams, identifying on-set opportunities to capture incremental organic content and partnering with the Design team to produce Instagram Stories.
- Owned PDP visual execution in partnership with Creative and Merchandising teams, ensuring cohesive on-figure and flat imagery that supported product storytelling and conversion.
- Partnered with Merchandising teams to support product launches and approvals across Kids/Baby/Maternity, CPG (Beauty), and Accessories, reflecting expanded ownership within high-priority categories.

Creative Designer

- Edited on-figure and flat product photography to deliver polished, brand-aligned imagery for e-commerce and marketing channels.
- Contributed to creative direction and on-set execution for on-figure shoots, collaborating closely with Art Direction and production teams.
- Partnered with Merchandising and Senior Designer teams to facilitate seamless product launches, ensuring final product approval across Women, Men, and Accessories categories.
- Stepped in as stand-in Art Director for on-figure photoshoots, ensuring high-quality visual content aligned with brand standards.

Junior Graphic Designer

- Edited, prepared, and uploaded product photography for PDPs and marketing assets using Contentful, supporting timely launches and site updates.
- Conducted photography and post-production editing of jewelry flats for website presentation, maintaining a consistent and polished visual aesthetic.
- Provided on-set production support during on-figure shoots and cross-department launches.

PARTITA CUSTOM DESIGN JEWELRY | MARCH 2020 — FEBRUARY 2023 | PART-TIME

Digital Sales Manager

- Redesigned and maintained the brand's e-commerce website using HTML and CSS, managing the online store catalog and product updates.
- Led brand photoshoots for product photography, overseeing planning, execution, and asset creation.
- Managed the brand's social media presence, developing content strategies to drive website traffic and sales.

EQ COMMUNITY | FEBRUARY 2022 TO SEPTEMBER 2022 | CONTRACT

Social Media Manager

- Managed and tracked organic social content, executing marketing strategies and fostering active community engagement.
- Developed trend-driven social content while maintaining a consistent and innovative brand voice. Increased monthly Instagram impressions by 1,426% within 90 days

WILLOW CREATIVES | APRIL 2021 TO APRIL 2022 | CONTRACT

Social Media Designer

- Designed on-trend social content and graphics for client accounts across multiple industries.
- Collaborated directly with the Creative Director to shape social media strategies that supported client growth and sales goals.

CONTACT

+1 904-729-7480
danniccreative@gmail.com
www.dannicarter.com

EDUCATION

BFA, Graphic Design

Academy of Art University
2019- 2022

Graphic Design Major

Florida State College of Jacksonville
2016 - 2018

EXPERTISE

Social Media/Content Creation
Graphic Design
Branding

SOFTWARE KNOWLEDGE

Adobe Illustrator, Photoshop, XD InDesign, Lightroom, After Effects, Premiere Pro
Figma
Canva
Microsoft Word, PowerPoint
Google Suite

AWARDS AND ACHIEVEMENTS

Social Media Marketing Certification | ESEI International Business School | 2023
The Power of Data (CRM and Data) Certification | ESEI International Business School | 2023
Academy of Art University Spring Forward Portfolio Scholarship Award Recipient | 2019
Sigma Delta Sorority Member | Since 2019
Selected Student for AIGA Mentorship Program | 2016
Graphic Design Teacher's Assistant | 2016