

Joanne (Jena) Ball

Multimedia storyteller, digital content developer, graphic designer, and online course developer

Phone: (919) 454-9917

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Portfolio:

<https://www.dreamingwideawake.org/portfolio>

EXPERIENCE

JB Communications, North Carolina — *Creative Director*

December 2014 - PRESENT

Communications specialist contracting with tech firms, ad agencies, and nonprofits to craft and fine tune B2B and B2C communication and training strategies across media platforms. Clients include:

- The Ageless Mind Project: Website design, social media marketing, and content creation
- Intel Corporation: Tech editing and social media promotion for the Health and Human Services podcast
- MicroMass Communications, Inc: Senior Behavioral Copywriter for pharmaceutical ad campaigns
- North Carolina Department of Health and Human Services: Developing and testing online training programs for social workers
- C4eis (US Army): Translating a technical, in-person training course into an online, 3D digital training programs
- Device Solutions: Blogger writing about the company's products and services

CritterKin, LLC, North Carolina — *Co-founder and Creative Director*

October 2008 - December 2014

Co-founded and served as the Creative Director for CritterKin LLC, a children's media property using multimedia stories and project-based learning to teach children social-emotional and core literacy skills. Duties included:

- Writing and illustrating five books.
- Developing, producing, and testing classroom materials
- Storyboarding, script writing, and producing promotional videos
- Designing, implementing, and managing print, digital, and SM marketing campaigns for the books and overall brand.
- Presenting at digital and in-person conferences

SKILLS

Graphic design
Advertising illustration
Marketing copywriting
Blogging
Developmental editing
SMedia design & execution
Storyboarding
Instructional design
Script writing
Tech writing
Website design
3D virtual world training
Agile certified

Photoshop
Articulate 360
Canva
Mail Chimp
AWeber
Substack
Procreate
Wordpress
WIX
Kajabi
Teachable
Learn Worlds
Second Life

Teams
Asana
Jira
Sharepoint
Slack
Camtasia
Butt
SoundCloud

EDUCATION

University of California at Davis, Davis, CA — BA

Major - English with a writing emphasis

Minor - American Studies

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Pasadena City College, Pasadena, CA — AA

Advertising Illustration

AWARDS

Graduated Summa Cum Laude

Dean's Honor List 6 years

Recipient of Bank of America
scholarships for four years

Recipient, Dorothy Dixon

Award for Service to school

LANGUAGES

English - Native

Japanese - Beginner