

Charla Jasper  
nsjasper@gmail.com  
(240) 703-6353

Portfolios: [www.snappr.com/photographers/charla-jasper](http://www.snappr.com/photographers/charla-jasper)

<https://bit.ly/4cqjC8>

### **Summary**

Extensive experience in government internal and external communications, social media management, content creation, and website design and management. Professional photographer with over 10 years' photography experience. Active Secret security clearance.

### **Work Experience**

#### **Freelance Photographer**

Snappr | Washington, DC & Baltimore, MD  
July 2019 - Present

- Plan and execute photo and video shoots, including setting up lighting, backdrops, and props.
- Communicate promptly and regularly with clients to assess their needs and provide planning assistance.
- Edit and retouch photos and videos using editing software such as Adobe Lightroom and Photoshop in a timely manner to meet client deadlines.

#### **High Impact ELA Tutor**

SmartStart Education | Baltimore, MD  
Feb. 2024 - May 2024

- Provided English Language Arts tutoring to 6th grade students at Highlandtown Elementary/ Middle School.
- Researched various activities and teaching methods and created lesson plans for each tutoring session.
- Compiled weekly reports to show student progress, lesson plans, attendance, and performance.

#### **Web Designer/ IT Specialist**

Smithsonian American Art Museum | Washington, DC  
Sept. 2022 - June 2023

- Managed updates to website and created landing pages, exhibition pages, press releases, and various forms of media for the public-facing website.
- Managed the web help desk, helping users of the website with technical issues and responding to page update requests.
- Collaborated with various teams, including social media, blog, video and production and provided assistance with writing, editing, and photography tasks.
- Published official blogs and articles on the Smithsonian Magazine website.
- Provided photography services for various Smithsonian events and for publication on SAAM's website.

### **Communications Specialist**

Defense Counterintelligence and Security Agency | Linthicum, MD  
Mar. 2022 - Feb. 2023

- Composed social media posts, photographs, graphic designs and various media for the CDSE Training Directorate's Facebook, Twitter, LinkedIn and YouTube pages.
- Generated interest by publicizing PSAs, webinars, training opportunities, and online job resources for government security professionals.
- Contributed graphics and written content to CDSE's monthly security professional newsletter, The Pulse.
- Compiled analytics data monthly from Facebook, Twitter, and YouTube and provided recommendations and communications plans to upper management.
- Worked with the 508 Team to ensure that content and digital communications methods were within the 508 compliance guidelines.

### **Program Administrative Assistant**

Chenega Corporation | Falls Church, VA  
Mar. 2020 - Mar. 2022

- Executed regular updates to the Navy Bureau of Medicine Civilian Corps website and internal databases.
- Designed & composed the Navy Bureau of Medicine Civilian Corps newsletter publication quarterly, using Adobe InDesign and Canva.
- Produced graphic designs for flyers, announcements, newsletters, and other digital media.
- Processed & packaged applications for career development programs and awards and provided customer service support to students and senior-level management.

- Monitored & publicized Navy Bureau of Medicine Civilian Corps training opportunities and enrolled students in training courses.
- Assisted with planning and facilitating Lunch & Learn virtual workshop sessions via Microsoft Teams.

### **Public Affairs Specialist**

U.S. Army Corps of Engineers, North Atlantic Division (NAD) | Brooklyn, NY  
May 2020 - July 2021

- Managed, edited, and approved all daily content and interactions on the North Atlantic Division's social media platforms, including Facebook, Twitter, and YouTube, generating a 25% increase in engagement.
- Managed the North Atlantic Division website using AFPIMS; Responsible for updating pages, photos, content, file management, and all edits to the public-facing website.
- Created graphic designs, videos, and slideshows to accompany social media posts using Adobe Creative Suite.
- Composed media sentiment reports and social media analytics reports quarterly.

### **Public Affairs Specialist**

Naval Support Activity Washington  
Washington, DC  
June 2019 - Oct. 2019

- Photographer and videographer for events, meetings, retirements, and ceremonies.
- Managed NSAW social media accounts on Facebook and Twitter, creating posts, responding to comments, and increasing engagement.
- Created graphic designs and marketing content to promote events, using Adobe InDesign.
- Designed the layout of the monthly newsletter, pitched article ideas, interviewed subjects for articles, and edited blogs, articles, posts, and other marketing materials.
- Met with senior management to assist with planning events, social media analysis, and digital communication strategy.
- Produced content and edited copy for the official NSAW website redesign.
- Designed PowerPoint presentations and graphics for use in meetings with high-level government officials and various audiences.
- Managed file organization, databases, catalogs, and uploading of digital media to command's social networks.

**Event Photographer** | University of Baltimore  
Baltimore, MD | Mar. - Sept. 2016

- Helped build awareness of the University of Baltimore's Alumni Association by capturing photographs at alumni events.
- Edited photographs using Adobe Photoshop and Lightroom for publication in UB's print and digital magazine and website.

**Lead Teacher & Store Manager**

Art with a Heart | Baltimore, MD  
June 2015 - June 2016

- Responsible for leading a class of 15 students and instructing them on arts and craft-making processes.
- Facilitated team-building exercises, while teaching life and professional skills to young women between the ages of 14-24.
- Mentored students and provided weekly one-on-one feedback and guidance.
- Supervised operation & promotion of the AWAH HeartWares retail store and trained students on retail operations and customer service.

**Precision Measurement Equipment Laboratory (PMEL) Technician**

U.S. Air Force  
Ramstein-Miesenbach, Germany  
Oct. 2008 - Jan. 2011

- Analyzed routine problems and executed troubleshooting, repair, calibration, and modification of test, measurement, and diagnostic electronic equipment (TMDE), including standards and automatic test equipment.
- Ensured precision of intricate electronic and physical/dimensional test and measurement equipment used throughout the Air Force and Department of Defense.
- Inspected equipment for malfunctions, usability, cleanliness, and safety requirements.
- Completed Air Force Electronic Principles technical school and PMEL Journeyman certification.
- Traced circuits and isolated malfunctions to the component level in TMDE and performed preventative maintenance and repairs.

**Education**

Bachelor of Arts, Digital Communications & Public Relations  
2014-2017  
University of Baltimore - Baltimore, MD