

## EDUCATION

### BS ADVERTISING & MASS COMMUNICATION

Minor: Business Administration  
Texas State University  
May 2020

### RICHMOND UNIVERSITY ITALIAN FASHION MARKETING

Florence, Italy  
Spring 2019

## TOOLSET

Adobe Creative Cloud  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Lightroom  
Adobe XD  
Adobe Premiere Pro  
Adobe After Effects

Figma  
Sketch  
Webflow  
Google Analytics  
Customer.io  
Unbounce  
Miro  
Jira

## SOFT SKILLS

Friendly  
Resourceful  
Team-oriented  
Organized  
Punctual

## WORK EXPERIENCE

### MARKETING DESIGNER

HelloTech | June 2021 - Present | Los Angeles, CA

- Collaborates with the marketing team and executive leadership to push projects, ideate, and execute new ideas for company growth. Pushes campaigns further by working cross-functionally with different teams across the company.
- Designs, concepts, and creates a diverse portfolio of marketing materials across digital, print, social media, email marketing, and more while meeting budgets and deliverable timeframes.
- Regularly introduces new styles & design elements to the companies permanent brand guidelines.
- Performs video editing work and motion graphics for brand videos.

### JUNIOR GRAPHIC DESIGNER

Lumenbrite: Adobe Digital Design Training | March 2020 - May 2021 | Austin, TX

- Assisted in the creation of new campaigns, designing assets for the website, emails, course pages, and more.
- Helped design and create messaging for marketing campaigns to help increase traffic to the site.
- Assisted in the production of corporate marketing video productions.

### ART DIRECTOR

AAF National Student Advertising Competition | Won 1st Place District and 2nd Place Nationals | Spring 2020

- Collaborated within a team in a fast-paced, agency-type environment to produce a full-fledged campaign for Adobe.
- Implemented creative direction, concepting, and graphic design decisions throughout this B2B campaign.

### SALES ASSOCIATE & SOCIAL MEDIA STRATEGIST

Underwear: Lingerie Boutique | Aug 2019 - Feb 2020 | Austin, Texas

- Exhibited a high degree of customer service and product knowledge, supporting customers in finding properly fitted bras and ensembles that they loved.
- Worked with photography, image processing, and styling to regularly produce social media content for Instagram, Facebook, and Pinterest.