

PROFILE

Creative, highly motivated and detail-oriented design professional. Skilled in multiple Adobe programs, photography and marketing. Works well individually or in a team setting.

EDUCATION

2015 – 2019

B.F.A. IN GRAPHIC DESIGN

NORTHERN MICHIGAN UNIVERSITY

- Magna Cum Laude (3.89 GPA)
- Received Outstanding Graduating Student Award.
- Received and maintained Board of Trustees Visual Arts Scholarship from 2016-2019.
- Received and maintained NMU Munson Scholarship from 2015-2019.

SKILLS

Project Management	UI Design
Adaptability	App Design
Marketing	Social Media
Branding Identity	Illustration
Logo Design	Infographics
Packaging Design	Videography
Website Design	Photography

TECHNICAL

ADOBE CREATIVE CLOUD

Illustrator, InDesign, Photoshop, Lightroom, After Effects, Acrobat, Premiere Pro, Dreamweaver

ADDITIONAL

Microsoft Office, Jira, MailChimp, HTML & CSS, Brackets, Final Cut Pro, InVision, Monday.com, Filezilla, Nikon Cameras

References Available Upon Request

PROFESSIONAL EXPERIENCE

2020 – CURRENT

MARKETING ASSISTANT | KINDRED AT HOME | MOORESVILLE, NC

- Carried out the organization's marketing activities including external/internal projects and campaigns, field support for materials and communications, and event and administrative tasks with adherence to the marketing budget.
- Designed logos, campaign collateral, flyers, and print advertisements.
- Managed contracts, website updates, and web inquiries.

2019 – 2020

GRAPHIC DESIGNER | HALO BRANDED SOLUTIONS | STERLING, IL

- Completely redesigned Channing Bete Company's print promotion mailers.
- Designed product labeling for various markets.
- Created new web layouts for the Channing Bete Company website.
- Performed HTML updates for product e-samples.

2018 – 2019

WEBMASTER | STUDENTS' ART GALLERY | MARQUETTE, MI

- Oversaw and maintained the Students' Art Gallery website.
- Archived all gallery exhibit images/files in an organized system.

2017 – 2019

MARKETING ASSISTANT | NMU DINING SERVICES | MARQUETTE, MI

- Advertised and created cohesive marketing materials for specific marketing event campaigns and dining locations on NMU's campus including but not limited to: menus, location signage, posters, and social media posts.
- Conducted event planning, managed social media accounts, promoted and documented events, and took product and food photos.

VOLUNTEER EXPERIENCE

2020 – 2021

PHOTOGRAPHER | GODBEY CREEK CANINE RESCUE

- Photographed over 45 adoptable dogs, 32 of which have been adopted.

2020 – 2021

VOLUNTEER | LAKE NORMAN HUMANE

- Helped with website updates, marketing materials, campaigns, and email.

2017 – 2019

OUTREACH & MARKETING COORDINATOR | NMU BEST BUDDIES

Student-run friendship club on NMU's campus creating buddy pairs between students with and without disabilities.

- Implemented marketing and promotion tactics that led to an increase in the Facebook page's average engagement rate from 0.12% to 8.6% and grew followers by 71%.
- Coordinated social media, marketing and public relations.
- Group was awarded 2018-2019 Diversity Event/Project of the Year award for our Inclusion Week project.