

## Interests

Maximalist Fashion  
Dogs  
Building Legos  
Tennis  
Art Galleries

## Skills

Art Direction  
2D/3D Motion Design  
Branding and Identity  
Social Media Marketing  
Videography  
Graphic Design  
Content Creation  
Photography  
Generative AI  
UI & UX Design

## Software

After Effects  
Illustrator  
Photoshop  
Premiere Pro  
InDesign  
Lightroom  
Cinema 4D  
Chat GPT  
Midjourney  
Firefly  
RunwayML  
Descript

## Education

### School of Motion

Advanced Motion Methods

### Academy of Art University

Bachelor of Fine Arts  
In Graphic Design  
San Francisco, CA

## Experience

### **Ketchum** New York, NY

#### Art Director

2022 - Present

- Direct multidisciplinary creative teams to produce high-quality video, motion, and graphic assets for campaigns across TikTok, Instagram, YouTube, X, and LinkedIn
  - **Notable Brands:** Clorox, Kikkoman, Kingsford, and Cargill
- Lead the creative process for branded reels and title sequences, ensuring adherence to brand guidelines and creative vision
  - **Notable Brands:** KLA, Deloitte, Ketchum
- Develop art direction for new business, social, earned, and 360-campaigns, securing a 10X budget increase for social campaigns and expanding a one-off activation into a year-long program with a 20X budget
  - **Notable Brands:** NYC Pride and Wendy's

### **Turning Tides** New York, NY

#### Co-Founder

2020 - Current

- Optimized social media accounts gaining an average of 450K monthly Pinterest impressions and 10% engagement rate on IG, YT, and TT
- Conducted detailed market analysis to pinpoint growth opportunities and implemented SEO strategies resulting in 170% increase in website traffic and 75% sales increase in 2024

### **Eustis Family of Companies** Dallas, TX

#### Designer—Marketing Manager

2018 - 2022

- Supervised a 5-person, in-house creative team in the production of personalized motion, graphic, and video social content for over 30+ loan officers, resulting in a 3,000% increase in the company's reach
- Directed the development of 7 company websites, including 4 external-facing for brand promotion and 3 internal platforms for resources, and 200+ customizable marketing materials for daily staff use

### **Sync Marketing** Dallas, TX

#### Designer

2017 - 2018

- Designed visual assets for social media campaigns, with a focus on motion design and video, while collaborating directly with leadership on photo and video shoots to produce content aligned with client goals