

Skills

Creative Direction
Client Relationships
Branding and Identity
Visual Storytelling
Motion Design
Videography
Graphic Design
Content Creation
Photography
Generative AI
UI & UX Design
Fashion 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

Senior Designer

2022 - Current

- Collaborate closely with clients to deliver innovative design solutions, balancing creative expression with their goals
- Oversee a team of 3+ designers in creating visual assets for design and marketing campaigns
- Lead and pitch social media creative for new business
- Pilot the integration of new AI technology with leadership, serving as a mentor to the entire Ketchum team on its development and practical application in their roles

Eustis Family of Companies Dallas, TX

Designer—Marketing Manager

2018 - 2022

- Supervised a 3-person, in-house marketing team overseeing content creation and community management for over 30 loan officers
 - Strategized and executed individual social content for each loan officer's profile resulting in the company's overall reach to increase by 3,000%
- Collaborated with external web development partner to build 7 new company websites
 - 4 external-facing for company brands
 - 2 internal-facing for analytics, education and resources
 - 1 internal-facing including 200+ custom marketing materials for internal staff to use on a daily basis
- Led the creation of branding and marketing materials for 3 annual company conferences

Sync Marketing Dallas, TX

Designer

2017 - 2018

- Created visual assets for organic and paid social media campaigns with team lead oversight
- Collaborated directly with leadership on photo and video shoots to produce creative content that aligned with client goals