

Education



VCU Brandcenter | Richmond, VA | 2020
Master of Science - Business, Branding/Brand Strategy



Virginia Tech | Blacksburg, VA | 2011
Bachelor of Arts - Public Relations & Applied Communication



University of Alabama | Tuscaloosa, AL | 07-08
N/A (transferred) - Marketing/Marketing Management

Work Experience

Freelance Digital Marketing & Brand Strategist

Blue Ridge Creative Marketing | Richmond, VA | 5/2011 - Present

Extend reach of clients in range of industries through web design and development, logo design/branding, digital strategy, social media, and other creative advertising and marketing efforts.

Web Designer & Social Media Manager

queue, LLC | Raleigh, NC | 6/2017 - Present

Design websites, digital/print ads, and other marketing collateral for queue (in-house) and queue clients under direction of agency President and Creative Director.

Digital Marketing Manager

Military Benefit Association | Chantilly, VA | 8/2012 - 12/2016

Developed and oversaw all social media and digital marketing campaigns. Created landing pages, web content, and other marketing collateral on PRN basis.

Marketing Analyst

BnB Tobacco | Ashburn, VA | 1/2012 - 8/2012

Planned targeted digital campaigns through SEO/SEM keyword research. Drafted copy for website and e-commerce product descriptions. Account Manager for regional golf course and convenience store sales.

Skills

Creative Briefs
Web Design
Creative Development
Graphic/Identity Design
Qual/Quant Research
Brand Strategy
Public Speaking
Video Production
UX/UI Design
User Research/Testing
Wireframing

My Toolbox

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe After Effects
Final Cut Pro
Wordpress
HTML/CSS
Google Analytics
InVision

Certifications

Google Analytics
Google Mobile Sites
Final Cut Pro X
Essential Training
UX Design
Essential Training