

## Education



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



Virginia Tech | Blacksburg, VA | 2011  
Bachelor of Arts - Advertising, PR, & Communication



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

## Work Experience

### Freelance Digital Marketing & Brand Strategist

Blue Ridge Creative Marketing | Chantilly/Richmond, VA | 5/2013 - Present

Help clients from a wide range of industries extend their reach & grow their brand through web design/development, logo design/branding, digital strategy, social media marketing, & other advertising and marketing efforts as needed.

### Creative Strategy Intern

POOLHOUSE | Richmond, VA | 5/2019 - 8/2019

Assisted in writing & preparing new business pitches, helped political team with research to develop political brand strategies & creative briefs for campaigns from candidates across the country. UX/UI strategy & design for Poolhouse website re-fresh.

### Web Designer & Social Media Manager

Queue, LLC | Raleigh, NC | 6/2017 - 4/2020

Design websites, digital/print ad assets (including copywriting), & other marketing collateral for queue (in-house) as well as queue clients under direction of agency President & agency Creative Director.

### Digital Marketing Manager

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

Developed and oversaw all social media and digital marketing campaigns. Designed landing pages, Email marketing templates, web content, and other digital collateral as needed.

### Marketing Analyst

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

Planned targeted digital campaigns through SEO/SEM keyword research. Drafted copy for website & e-commerce product descriptions. Managed brand's social channels. Acting account manager for regional golf course & 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