

## Professional Experience

### Freelance Digital Designer & Brand Strategist

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

Help clients tell their stories, extend their reach, & grow their brand through web design, UX/UI strategy & design, logo design & branding, digital/social marketing, brand strategy, & other creative advertising & marketing efforts as needed.

### Digital Designer/ACD (Contract)

The Shed | 7/2020 - 10/2020 | Richmond, VA

Assisted Creative Director in designing/developing sub-brands for The Shed. Designed various banner ads, social media graphics/videos, logos, landing pages/micro-sites, & promotional print & email marketing collateral for "School in a Box" & "Celebration Park" sub-brands.

### Creative Strategy Intern

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

Assisted in writing & preparing new business pitches, helped with research to develop political brand strategies & creative briefs for campaigns from candidates across the country. Took lead on UX/UI strategy & design for 2019 Poolhouse website re-fresh.

### Web Designer & Social Media Manager

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


Designed websites, digital/print ads, social media graphics & other marketing collateral for in-house projects as well as queue clients under direction of agency President & Creative Director.


### Digital Marketing Manager

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

Developed brand's digital 'brand voice' & designed/oversaw all social media posts & digital marketing campaigns, ensuring a strong adherence to brand guidelines. Designed landing pages, email marketing templates, web content, & other digital collateral as needed.

## Education

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

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

### Skills

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

### My Toolbox

Wordpress  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Adobe After Effects  
Final Cut Pro X  
Invision  
Figma/Sketch  
Google Analytics  
Mailchimp  
Hubspot  
HTML/CSS  
Google Suite  
Powerpoint/Keynote

### Certifications

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