

Professional Experience

Digital & Brand Designer (freelance)

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

Help clients from a variety of industries tell their stories, extend their reach, & grow their brand through web design, UX/UI strategy & design, logo design & branding, social media marketing, brand strategy, & other creative marketing efforts as needed.

Digital Designer (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, sub-brand logos, landing pages/micro-sites, as well as promotional print & email marketing collateral for "School in a Box" & "Celebration Park" sub-brands.

Creative Designer (intern)

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

Designed in-house marketing collateral & social media/web graphics for clients, took lead on UX design for 2019 Poolhouse website re-fresh. Assisted political team with research for brand strategies & creative briefs for campaigns from candidates across the country.

Web & Graphic Designer

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

Created content for all brand social media accounts. Designed websites as well as digital & print assets & other marketing collateral for queue (in-house) & queue clients under direction of agency President & agency Creative Director.

Digital Marketing Manager

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

Developed MBA's digital 'brand voice' & assisted in designing all digital marketing campaigns. Designed landing pages, email marketing templates, web content & social media graphics ensuring strong adherence to brand guidelines. Assisted MeLife in strategic planning/design of traditional print advertising & direct mail campaigns.

Education



VCU Brandcenter | 2020 | Richmond, VA

Master of Science - Business, Branding/Brand Strategy



Virginia Tech | 2011 | Blacksburg, VA |

Bachelor of Arts - Advertising, PR, & Communication



Skills

Web Design
UX/UI Design & Strategy
Brand Management
Creative Development
Creative Briefs
Public Speaking
Video Production/Editing
Content Creation
User Research/Testing
Qual/Quant Research
Wireframing
Brand/Identity Design
Digital Strategy
Graphic Design
Social Media Marketing
CMS Management
Email 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 UX Design Certification
Google Mobile Sites
Google Analytics
Final Cut Pro X
-Essential Training
UX Design Essentials
-Essential Training
Advanced Branding
Brand Strategy for Designers