

Strategic communicator with a passion for creating intentional and thoughtful marketing strategies and campaigns for standup brands.

EXPERIENCE

● **Earlham College** · Lead Designer

Richmond, IN · June 2020-Present

- . Worked closely with the Director of Communications to implement physical & digital touch-points along the college's marketing funnels targeting prospective students & funnels targeting donors, while assisting in the development of communication flows.
- . Worked with Director of Communications and Assistant VP to create new strategies and played a key role in ideating on two new initiatives, specifically digital media campaigns targeted towards prospective students & an Admitted Student Kit, encompassing targeted marketing collateral, prestigious financial aid awards, & social engagement opportunities, which have shown a 300% increase in early confirms to date.
- . Collaborated with the Office of Institutional Advancement and the Director of Communications to create fundraising and solicitation campaigns. I also created the strategic visual direction as well as collaborated on the messaging around the college's day of giving, which was a record breaking day in terms of funds raised and individual donors.
- . Brought the college's alumni magazine online and created an interactive storytelling website that has the capability to serve both as an online magazine during times of publication as well as a hub for inspiring stories throughout the community.
- . Managed the college's Instagram presence; including content planning, creation, and social listening which resulted in a 75% engagement growth within the platform.
- . Managed all creative for print, digital, social, and multi-media campaigns from concept to delivery, as well as managed freelance creative work.

● **Earlham College** · Graphic Designer

Richmond, IN · June 2020-Present

- . Revamped and modernized the college's marketing efforts, including leading the development of a new visual brand from the ground up, managing the brand's visual cohesiveness and appearance college-wide, and ensuring all digital external communications to be responsive, dynamic, and in adherence to ADA accessibility guidelines.
- . Redesigned the college's website and continuously improved upon the college's web presence; roles included designing and implementing the information architecture, assisting in content development, and template creation.
- . Manage all creative for print, digital, social, and multi-media campaigns from concept to delivery.

● **OneSight** · Graphic Designer

Cincinnati, OH · 2019-Present in a freelance capacity

- . Assisted department lead with communication and brand strategy at an organizational level, assisted with the implementation of global campaigns.
- . Co-led experiential projects to raise awareness about the non-profit's mission; specifically the development of memorable large-scale trade show booths and "nimble clinic kits" that created an awareness of the brand anywhere in the world.
- . Designed and developed collateral to support fundraising and engagement campaigns on a global level as well as playing a large role in the creative around one of the organization's key fundraising pushes, Sale for Sight.
- . Managed strategy, timelines, development, and production on multiple projects.

● **Start Something Bold** · Junior Designer

Cincinnati, OH · 2019-2020

- . Assisted in conducting, moderating, and synthesizing research in the industrial and medical fields.
- . Designed infographics, journey maps, visualizations, books, and presentations around research insights.
- . Developed a client intake process, including questionnaires, products offered, and project timelines.
- . Redesigned the business's website, utilizing CMS and semi-automated inbound marketing softwares.

EXPERIENCE (CONT.)

GNGF · Junior Designer & Developer

Cincinnati, OH · 2018-2019

- . Designed and developed WordPress websites with a focus on the legal field.
- . Assisted in building an online learning community with courses & free educational materials for lawyers.
- . Co-led and organized civic outreach programs, including Adopt-A-Class.

University of Cincinnati · Graphic Designer & Social Media Manager

Cincinnati, OH · 2016-2019

- . Lindner College of Business: Created and managed social media marketing campaigns targeted towards student engagement, resulting in 300% growth in online engagement.
- . Office of Experience-Based Learning & Career Education: Created cross-functional print and digital collateral aimed towards raising student awareness about the University's co-op program.

Icon Marketing Communications · Junior Graphic Designer & Developer

Florence, KY · 2017-2018

- . Assisted in the development of client websites using multiple CMS platforms as well as traditional code.
- . Responsible for print and digital marketing buildouts for client promotions, including hype videos & animated videos for commercial TV.

EDUCATION

Purdue University · M.S. in Communications - Integrated Marketing & Advertising Concentration

The Brian Lamb School of Communication

Expected Graduation: 2022

University of Cincinnati · B.S. in Visual Communication Design - UX/UI Concentration

College of Design, Art, Architecture, and Planning

Graduated with Honors,

- . Academic Honors: Magna Cum Laude, Co-operative Education and Practice-Excellence, Dean's List (7/7), Cincinnati Scholar, Coyne Family Foundation Scholar, Alpha Lambda Delta National Honor Society Member

HONORS & SKILLS

- . DAAP Director's Choice, DAAPCares Finalist, TEI Student Innovation Finalist, 2016 PRSA Blacksmith Award for Ride Cincinnati & Oakley After Hours, 2018 Graphis International Merit Award, ADAA 2017 Semifinalist for Photography
- . Creative storytelling, Brand development & management, Collaborative need finding + problem solving, Visual communications, Experiential + graphic design, Multimedia marketing campaigns, Experience mapping, Adobe CC Suite, HTML, CSS, JS, Figma