


Contact

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Software

Adobe CC Suite

MRISimmons

Talkwalker

Miro

Figma

Final Cut Pro

Google Suite

Skills

Brand Strategy

Creative Briefing

Comms Planning

Competitive Marketing Analysis

Client Pitches

Branding

Web Design

Signage / Wayfinding

Project Management

Deck Design

Ask Me About

My Impressive Tea Habit

Who I Married in Stardew

2024 Vision Board

Tarot Card Journaling

MFK: Pasta, Rice + Potato

Experience

May 2023 - Present

Strategy Intern // Brand Federation

Support team in the research and strategic synthesis from pulling quotes, themes, and findings to building a succinct, compelling brand strategy. Assist with secondary research of the category, consumer, and culture surrounding projects. This includes things like Statista, performing social listening, conducting a competitive scan, and more. Brief team on research findings, participate in all research methodologies both from a qualitative and quantitative standpoint like interviews, surveys, virtual communities, etc.

Oct 2018 - Oct 2023

Graphic Designer // Campfire & Co.

Design for on-brand print and marketing collateral for various clients with Adobe Creative Suite. Create client presentations and lead client-related design meetings. Design wireframes and build websites in Squarespace. Effectively research graphic and client inspiration to make strategic discoveries. Communicate frequently with clients, assessing needs and addressing creative problems. Strong collaboration skills.

Mar 2018 - Sept 2018

Franchise Success Manager // The Scout Guide

Onboarded and trained new Editors on all aspects of the guide life cycle. Built relationships with Editors and acted as their guide and advocate in every interaction with TSG Headquarters. Communicated regularly with assigned Editors. Worked with management to build out support tools and increase Editor satisfaction and retention. Tracked Editor-related data and prepares reports on activity.

Aug 2017 - Feb 2018

Junior Creative Strategist // Storyware

Acted as the primary point of contact for clients. Proactively assessed, clarified, and validated clients needs on an ongoing basis. Served as the primary publisher for social media platforms. Analyzed data, and made meaningful observations and recommendations using appropriate tools. Executed and deployed WordPress updates using Vagrant/Git with Terminal application.

Education

Aug 2013 - May 2017

James Madison University

B.A. Media Arts & Design, Fine Art Minor

Aug 2022 - May 2024

VCU Brandcenter

M.S. in Business, Strategy