

hello

I'm a visual communicator with a passion for people and a drive to help others tell their story through the medium of design. I am always seeking new perspectives, opportunities to connect with people, and chances to challenge my creative horizons.

DESIGN EXPERIENCE

Marketing Design Lead, Unlocking the Spectrum

September 2021

- Redesigned company logo
- Updated and oversaw ordering of new event marketing materials to match new company brand aesthetic

Graphic Design Lead, American Art Clay Co.

Dec 2015 - Sept 2017

- Progenitor for #howiamaco ad campaign and peripheral materials
- Quality control for informative and artistic editorial ads
- Worked with a variety of channels to achieve color-correct results
- Updated and maintained visual identity of parent company and associated brands
- Guided communication between internal divisions and external vendors to ensure consistent quality and meet deadlines
- Created product labeling; ensured labels complied with national and state safety regulations
- Assisted in creating, managing, and monitoring social media content

Design Lead, National Clay Week

2016

- Branded and created graphic aesthetic for NCW initiative
- Designed print and web-based marketing materials as well as promotional social media imagery

MANAGEMENT EXPERIENCE

House Manager, Private Family

Oct 2020 - Oct 2021

- Ensured smooth implementation of daily schedules
- Oversaw communications between tenants and vendors for rental property projects
- Prioritized household tasks including inventory of essential items
- Monitored developmental progress, provided age-appropriate activities, and provided at-home education for children
- Provided safe environment, physically and mentally stimulating play, educational activities, and regular social outings

Shift Supervisor, Starbucks

April 2019 - Oct 2021 / Jan 2022 - Present

- Managed multiple employees while balancing overlapping schedules
- Oversaw and enforced food safety and store cleanliness
- Resolved customer concerns through quality products and service
- Organized and balanced cash drawers and store safe
- Relayed store communications in a professional and timely manner

CONTACT

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SKILLS

art & design

Adobe Creative Suite
Digital Photography
Color Correction
Corporate Branding
HTML / CSS

marketing

Social Media Management
Blog Content Creation
Proofreading / Copy Editing
MailChimp

personal

Customer Service
Training & Coaching
Vendor Communication
Direct-Report Management
Task Delegation
Event Management

EDUCATION

Bachelor of Fine Arts, May 2015

Ball State University, Muncie, IN

Concentration

Visual Communications

Minor

Spanish

portfolio

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