

Continuing  
Education

Cornell University

EXPECTED 6/2024 - 12/2024

Design Thinking  
CERTIFICATION

Fluent in brand communications, I'm a **SCAD**-grown, **NYC**-tough creative professional leveraging 15+ years of experience in a dynamic role in content design. Self-taught in graphic design, I've held many roles within the content pipeline conceptualizing omnichannel campaigns, creating multi-page layouts + production templates, designing pitches + pursuits, producing research-driven infographics + much more.

As a brand-focused, curiosity-driven problem solver, I excel at elevating + executing bold, bespoke creative for high-profile global brands. With a passion for **BRAND MANAGEMENT** + a fervent heart that beats for **DESIGN LEADERSHIP**, I'm cultivating an entrepreneurial interest in eCommerce, Direct-to-Consumer (DTC) platforms, and product management. My scrappy charm arms me with the creative moxie for bringing powerful insights to life as a hands-on doer. My product presentation skills in **VISUAL MERCHANDISING** elevate brand marketing with grace, grit + gumption at every touchpoint; such as in my most recent project the relaunch of TempestReigns' Summer 2024 Home & Lifestyle collection.

Seeking a dynamic, remote-friendly design role for freelance + contractual clients.

Tools

Adobe Creative Suite | Asana  
Canva | ChatGPT | CSS | Dropbox  
Eventbrite | Figma | Gemini  
Google Workspace | HTML 5  
Microsoft Office | Wix | Zoom

Skills

Art Direction | Brand Marketing  
Campaign Development | Content Curation  
Creative Direction | Customer Service  
Design Leadership | Design Thinking  
Event Operations | Graphic Design  
Logistics | Product Fulfillment  
Quality Control | Visual Storytelling

Creative

Brand Design ★★★★★  
Copywriting ★★★★★  
Digital Design ★★★★★  
Print Production ★★★★★  
Social Media Design ★★★★★  
Video Production ★★★★★

Education

Bachelor of Fine Arts  
CONCENTRATION

Film & Television  
VIDEO EDITING

Savannah College of Art & Design  
CLASS OF 2006

Experience

Target **CROFTON, MD** | INBOUND EXPERT | 1/2024 - PRESENT

CONTRIBUTING TO INBOUND + SPECIALTY SALES TEAM BY ACHIEVING STORE GOAL OF BECOMING #1 IN SALES IN THE DISTRICT.

★ Breaking out apparel & accessories from daily freight to racks + U boats; pushing new Beauty/Home Decor product to the sales floor + completing price changes.

The Curious Creative **WASHINGTON D.C. & NEW YORK, NY** | FREELANCE / STAFF DESIGNER | 6/2011 - PRESENT

COLLABORATING WITH 30+ FREELANCE, IN-HOUSE & CONTRACTUAL CLIENTS BY PROVIDING BESPOKE DESIGN SUPPORT FOR OMNICHANNEL MARKETING CAMPAIGNS, BRAND INITIATIVES + BUSINESS DEVELOPMENT PURSUITS.

★ Working with stakeholders & support staff to design + develop & execute customer-facing brand marketing deliverables in high-volume, deadline-conscious environments, such as infographics, print/digital-ready production templating, presentations, proposals, sellsheets, print + digital ads & email communications.

★ Mentoring junior staff in design principles + best practices & brand standards; reinforcing brand identity + strategy on all platforms.

★ Writing copy for website + email & other brand communications associated with the Curious Creative + its subbrands.

★ Crafting + maintaining for 11 years on **SQUARESPACE**; rebranding website as **TEMPESTREIGNS.COM** on **WIX** in 2023.

★ Providing quality assurance (**QA**) support for all content deliverables; managing + driving new products + product update lifecycle.

At Home **CROFTON, MD** | STOCK OPERATIONS ASSOCIATE | 11/2022 - 7/2023

SUPPORTING STORE OPS IN ACHIEVING TEAM GOALS + CHAMPIONING A QUALITY IN-STORE EXPERIENCE INVOLVING WEEKLY PRODUCT FULFILLMENT.

★ Reacted quickly + decisively as an in-house expert of product availability + internal processes & overall improvement.

★ Built a cohesive cross-functional **STORE OPS** team + partnering with **EDLP** on visual initiatives; mentoring team members & providing constructive feedback.

★ Elevated visual standards according to top trends in coordination with store #214 sales events + store visits; became #1 store in the district.

## Experience, cont.

### The Campaign Workshop 📌 WASHINGTON, DC | GRAPHIC DESIGNER - CONTRACT | 7/2018 - 11/2018

TRANSLATED CANDIDATE POSITIONING + CLIENT GOALS & MARKETING STRATEGIES INTO PROGRESSIVE OMNICHANNEL CAMPAIGNS CRITICAL TO 2018 MID-TERM ELECTION SEASON.

- ★ Quality-controlled creative under intense deadlines in high-accuracy conditions; crafted tactical solutions to achieve strategic campaign goals.
- ★ Brainstormed + shaped & produced direct mail creative & digital advertising for NGOs + Super-PAC organizations & progressive candidates.
- ★ Researched + wrote & designed graphics for blog post about campaign branding; designed event branding + invitation for DC statehood event.

### CBRE 📌 WASHINGTON, DC | GRAPHIC DESIGNER, CREATIVE LEAD | 4/2016 - 6/2018

APPOINTED REGIONAL DESIGN AMBASSADOR FOR THE WASHINGTON DC/BALTIMORE MARKET; LED CREATIVE DIRECTION FOR 200+ MARKETING & BUSINESS DEVELOPMENT PROJECTS ACROSS BUSINESS LINES (WORKPLACE STRATEGY & RESEARCH) IN HYBRID GLOBAL AGENCY ENVIRONMENT; TELEWORK 2 TIMES A MONTH:

- ★ Ensured brand continuity + content delivery during department turnover/leadership transition of 3 different managers + 2 different bosses in 2 years.
- ★ Pushed CBRE's brand forward communicating standards to project shareholders; successful pursuits won 3.1+ million sq. ft. in commercial real estate transactions.
- ★ Designed + wrote copy for CBRE's LGBTQ & ALLIES networking group event marketing + other internal affinity group events.
- ★ Reviewed the work of junior staff; coached them + support staff in best practices; worked with cross-functional teams for business lines & executive leadership.

#### ACHIEVEMENTS

Designed winning pursuit for NESTLÉ headquarters relocation to Arlington, VA, creating 750 new jobs for Washington D.C. metro area.  
Conceived winning design for CBRE's WORKPLACE STRATEGY team to redesign KNOLL's D.C. flagship retail store & design showroom.  
Executed winning pursuit for ST. ELIZABETH EAST redevelopment with marketing agency partner, SPARKGROWTH.

### BBDO 📌 NEW YORK, NY | PRODUCTION DESIGNER - FREELANCE TO PERM | 9/2014 - 8/2015

SUPPORTED CROSS-FUNCTIONAL TEAM OF DESIGN LEADERS + CREATIVES & ACCOUNT EXECS IN FAST-PACED, DIVERSE & GLOBAL-CENTRIC AGENCY ENVIRONMENT.

- ★ Executed advertising creative for 9 brands with strict brand standards according to delivery schedule, including banner resizing + versioning.
- ★ Analyzed + synthesized creative briefs to inform project decisions + drive outcomes; designed according to wireframes; built static presentation decks for client pursuits.

### Womenkind 📌 NEW YORK, NY | JUNIOR ART DIRECTOR - FREELANCE | 7/2011 - 4/2012

DESIGNED MARKET RESEARCH-DRIVEN CREATIVE FOR FEMALE-FOCUSED BRAND INITIATIVES; AGENCY FEATURED ON SEASON 1, EPISODE 7 OF AMC'S THE PITCH.

- ★ Learned infographic design as a visual storytelling method; dedicated designer for Citi/Women & Co. + Bag Borrow or Steal & TD Ameritrade.

### Real Networks 📌 RESTON, VA | GRAPHIC ARTIST | 7/2010 - 7/2011

CURATED & DESIGNED DIGITAL-READY PROMO ART FEATURING THEMED PLAYLISTS, POPULAR & NEW ARTISTS CURATED WEEKLY ON SAAS ONLINE MUSIC STORES.

### Baltimore Center Stage 📌 BALTIMORE, MD | GRAPHICS INTERN | 8/2009 - 5/2010

LEVERAGED VIDEO PRODUCTION SKILLS TO LEARN PRINT PRODUCTION + WEB CONTENT MANAGEMENT AT MEDIUM-SIZED REGIONAL PERFORMING ARTS THEATER.

- ★ Designed, developed & delivered webpages + corresponding microsites during website redesign + content migration to SITEFINITY CMS (SAAS).
- ★ Photographed theater productions + programs with DSLR camera; produced + installed & broke down lobby exhibits for each theater production.
- ★ Collaborated with project stakeholders to shape marketing creative + direct mail promoting theater productions + events & educational programs.
- ★ Interviewed staff + theater artists & crew using SONY DVCAM; edited footage via FINAL CUT PRO; archived + managed assets in ADOBE BRIDGE.

#### ACHIEVEMENTS

The first intern to establish Baltimore Center Stage's in-house video production process by producing 8 promo videos.  
Crafted well-received lobby exhibit of Oscar Wilde's most beloved quotes to promote of season opener "The Importance of Being Earnest."

## Volunteer Experience

### CBRE 📌 WASHINGTON, DC | CONTRIBUTOR | 1/2018 - 6/2018 | DESIGN AMBASSADOR | 4/2017 - 6/2018

INVITED TO CBRE'S WEEKLY HIGHLIGHTS COMMITTEE TO PRODUCE LIVE EVENTS SECTION OF INTERNAL NEWSLETTER FOR EMAIL DISTRIBUTION TO REGIONAL OFFICES.

- ★ Researched live events at venues in greater Baltimore/Washington D.C. region; curated new content each week; redesigned section layout to streamline content hierarchy + reduce churn & production time.

INVITED TO CBRE'S REGIONAL DESIGN AMBASSADOR TEAM TO LEAD TO COLLABORATE WITH CBRE'S REGIONAL & NATIONAL DESIGN TEAMS.

- ★ Facilitated + hosted lunch & learn sessions with regional teams; collaborated with National Marketing team on design sprints & biz dev pursuits.

### The Ashleigh Group 📌 CROFTON, MD | DAY-OF-EVENT COORDINATOR | 8/2015 - 6/2016

PROVIDED EVENT LOGISTICS SUPPORT TO EVENT MANAGER FOR MONTHLY CONCERT SERIES AT BLUE DOLPHIN SEAFOOD BAR & GRILL.

- ★ On-site point of contact for vendors + musical artists; handled event logistics, including coatroom + guest check-in + event set-up & breakdown.
- ★ Designed company branding + launched WIX website + SQUARE page; created site graphics + event marketing for website & social media.