

education

BACHELOR'S OF FINE ARTS IN GRAPHIC DESIGN
APPALACHIAN STATE UNIVERSITY, BOONE, NORTH CAROLINA

experience

MARKETING DIRECTOR, 2020 - Present
RESTORATIVE FOOD GROUP

- Developed custom comprehensive marketing campaigns encompassing social media, print, and web advertisements
 - o Campaigns designed to target more traffic to specific locations and landing pages on web. Specifically for Instagram, Facebook, and Google
 - o Custom scheduled daily/weekly/monthly posting schedules
 - o Custom monthly newsletter curation, development, design, and execution
- Execution of content creation such as photography, video editing, creation of graphics, etc.
- Identify monthly website maintenance requirements and execution of UX/UI Maintenance
- Responsible for business to business communications and associated collaborative promotional and charitable campaigns
- Manage internal communications between companies for marketing campaigns
- Create and fulfill printed materials for patrons, employees, and collaborators
- Monitor and report on digital analytics to inform marketing plans and campaigns
 - o Follower engagement and tracking; Search Engine Optimization
 - o Platform metrics analysis (weekly or monthly) with accompanying response plans

FREELANCE GRAPHIC DESIGNER, 2018 - Present
Sole proprietor

Industries Served: Food/Bar/Cafe, Beauty, Music Publications, Touring Entertainment Acts, Retail, Construction, Non-Profit/Healthcare

Brand and Promotional Campaign Design and Management, including but not limited to:

- o Logo design/development
- o Business card/letterhead design
- o Print and digital messaging
- o Merchandise and associated advertisement
- o Website refresh/maintenance

Special Installation & Design Services

- o Restaurant menu installation & design (Print, Digital, and Wall)
- o Keg Collar and Tap Handle Installation and Design
- o Album art with associated Posters, merchandise and digital media

SOCIAL MEDIA MANAGER / BRAND CONSULTANT, 2019 - Present

Managed clients' social media postings and campaigns

- o Daily and customized scheduled postings
- o Branded and/or promotional campaigns across multiple platforms
- o Special event organization and advertisement

Content Creation

- o Design creation and implementation
- o Photography campaign design, including graphic and photo elements
- o Photo shoot coordination
 - Product placement, setting/lighting and prop selection
 - On-shoot and editing photography director
 - Subcontractor/talent engagement and management
- o Messaging, special campaigns, contests

Digital analytics to enhance social media impact utilizing:

- o Follower engagement and tracking; Search Engine Optimization
- o Platform metrics analysis (weekly or monthly) with accompanying response plans

exhibitions

Lost in Translation, June 2019
De Bouwput, Amsterdam, Netherlands

Loading..., Oct. - Nov. 2019
Exhibited: *a story like mine...* & *Shattered Identities*
The Smith Gallery, Boone, North Carolina

additional experience

REASON|DEFINE, NATIONALLY TOURING BAND, 2013 - 2020
Owner, Graphic Designer, Merchandise Manager, Fulfillment Manager, Content Creator, Guitarist

BALLANTYNE SCHOOL OF MUSIC, 2013 - 2017
Office Manager, Assistant, Guitar Instructor

skills

- Adobe Creative Suite
- Collaboration
- Content Development
- Photo & Video Editing
- Installation Design
- Meeting Deadlines
- Customer Service
- Networking
- Social Media Management
- Typography
- Organization
- Digital Media Design
- Risograph Printing
- Relationship Development