

EDUCATION

BACHELORS OF FINE ARTS, NOTRE DAME OF MARYLAND UNIVERSITY

EXPERIENCE

EIGHTH SQUARE

JANUARY 2024 - JULY 2025

BRAND & EVENTS MARKETING DESIGNER

- Played a key role in designing branded and co-branded assets for client events ensuring consistency across B2B assets and brand presence at live activations.
- Executed a full suite of branded materials for the National Small Business Conference and the Alaska Regional Conference along side design team – including signage, printed agendas, media kits, social graphics, and a sponsorship prospectus.
- Elevated existing client brands by developing comprehensive brand guides, templates, handbooks, social media content and copy to deliver consistent design solutions across all platforms.
- Supported the marketing team by overseeing print accuracy, strategic placement, and brand consistency throughout event venues when onsite.
- Gained knowledge of backend event software (Aventri, Cvent, Bravero) to meet design standards and assist in onsite settings.

FOUREVER LANE

JUNE 2023 - DECEMBER 2023

BRAND MANAGER

- Implemented brand guidelines and provided art direction for photography and video content to ensure a polished, cohesive look across visuals and messaging aligned with the brand's evolving aesthetic.
- Conducted market research to stay ahead of trends, streamline strategy, and enhance brand recognition.
- Introduced marketing structure to a business reliant on Instagram & TikTok Live sales and repeat buyers, helping shift toward sustainable growth with a 23% increase in sales.
- Managed digital asset creation for SaaS-related platforms including Klaviyo email campaigns and the Shopify storefront.
- Planned and executed A/B tests for Meta ads to optimize creative performance and drive conversions.
- Aligned Shopify product drops with cohesive campaign visuals and consistent branding to support sales.

ASTON CARTER

MARCH 2021 - JUNE 2023

LEAD BRAND DESIGNER

- Led the design of marketing collateral across print and digital channels to maintain brand consistency internally and externally, while supporting brand identities for client-facing (B2B) and talent-facing (B2C) audiences.
- Assisted in rebrand following the Aerotek split (Spring 2021) and led a brand refresh (January 2023).
- Collaborated with the digital experience team on a website redesign, aligning with UI/UX and accessibility standards while contributing to the creation of 30+ new pages.
- Led creative direction and developed storyboards for video ads in collaboration with the video team.
- Designed and executed email marketing campaigns in Mailchimp, and partnered with an external agency to develop creative for Google Ads.
- Partnered with subject matter experts and content team to design multi-platform assets for a labor market report distributed to 7,000+ global clients.
- Managed creative workflows using Monday.com, assigning tasks to design teams and tracked marketing team projects.

IHEARTMEDIA

NOVEMBER 2017 - MARCH 2021

SALES & MARKETING DESIGNER

- Collaborated cross-functionally with sales, programming and promotions teams to align branded assets for sponsorship packages and event branding.
- Worked directly with account executives to execute pitch decks with strategic B2B messaging and engaging design elements to close 6-figure deals.
- Designed client web ads to align with their branding and delivered recap report decks post campaign.
- Developed unique brand identities for all Baltimore and D.C. local radio stations – including event logos, lanyards, signage, and social media posts.
- Photographed events and concerts to capture content for promotional use across marketing channels.

CREATIVE SKILLS

Art Direction, Brand Identity, Brand Strategy, Content Creation, Custom Templates, Digital Advertising, Email Marketing, Logo Design, Media Kits, Photography, Pitch Decks, Print Production, Proposals, Social Media, Sponsorship Prospectus, UI/UX Design

ADOBE CREATIVE SUITE

Illustrator, InDesign, Photoshop, XD

MICROSOFT OFFICE

Excel, PowerPoint, Word

PROJECT MANAGEMENT

Asana, Monday, Slack, Wrike

ADDITIONAL SOFTWARE

Cvent, Figma, Klaviyo, Shopify
