

EDUCATION

East Carolina University (Graduation: May 2014)

Bachelor of Fine Arts in Art with Concentration in Animation/Interactive Design, Minor in Art History

WORK EXPERIENCE

Sept 2019 - April 2025: National Corporate Housing. *Multimedia Creative Designer*

- Won 2021 Q4 'Driven to Succeed' Award
- Managed marketing design interns during the summer of 2022
- Onboarded VP of Marketing and new marketing team members in 2023
- Developed concepts, designs, and innovative ideas for digital, video, print deliverables, and social media
- Collaborated with Sales and Operations teams to develop impactful digital content
- Maintained creative libraries with user-friendly marketing templates that integrated brand standards
- Envisioned, proposed, and created impactful visuals for website, print, and company swag
- Built custom, fully responsive HTML email template library
- Lead overall design and theme for all creative visuals during annual company conference

Aug 2016 - Sept 2019: New Direction Trust Company. *Multimedia Designer*

- Built new website and created marketing materials during a rebranding transition
- Designed infographics and print materials to promote company events
- Created motion graphics for promotional videos and pre-roll ads, with a 30% CTR
- Built InVision mockups to demonstrate and test user experience
- Managed group of outsourced developers for website needs
- Updated and maintained web content via proprietary CMS
- Posted blogs and events on various social media platforms to gain followers and website traffic
- Created landing pages and web content to compliment marketing campaigns
- Wrote custom HTML marketing emails
- Set events and goals to analyze website traffic and conversion data in Google Analytics
- Evaluated effectiveness of web design aesthetics and user interfaces

Nov 2014 - Aug 2016: Renovation Brands. *Web Production Specialist*

- Maintained websites within content management systems, including NetSuite, Magento, and CommerceV3
- Created promotional graphics using designer tools such as Adobe Photoshop and Illustrator
- Updated website content via HTML/CSS
- Built marketing emails with creative content and communication design
- Collaborated with sales department to build interactive configurator with optimal UX design

May 2014 - July 2014: Spotzer Media. *Web Designer*

- Created/customized responsive websites for small businesses using proprietary CMS
- Designed company logos using Adobe Illustrator/Photoshop
- Planned, designed, and implemented web site structure and navigation layout
- Managed projects in Salesforce

SKILLS

- Technical: Website Design, Motion Graphics, Video Art, Animation, Green Screen Replacement
- Work Habits: Storyboarding, Concept Sketches, Wire Frames, Mock-Ups, Project Development, Collaborative Teamwork, Organization, Time Management, Multitasking, Fast-Paced Environments
- Software: HTML/CSS, Photoshop, Illustrator, InDesign, After Effects, Premiere, Word, Excel, PowerPoint