

PROFESSIONAL EXPERIENCE

MANAGER OF DESIGN | JULY 2019 - PRESENT

Signet Jewelers (Dallas, TX)

- Manage a team of designers and lead concept and campaign development for Zales, Kay, Peoples Jewellers and their Outlet Brands.
- Partner with Creative Agencies to develop commercials, social media campaigns and new campaign concepts.
- Create print collateral for all Signet Banners. Specifically: in-store signage, direct mail, brochures, handouts and out-of-home signage.
- Develop digital marketing campaign creative utilized in emails, websites and social media.

GRAPHIC DESIGN MANAGER | DECEMBER 2016 - JULY 2019

Mimi's Cafe (Dallas, TX)

- Created all print collateral for Mimi's Cafe. Specifically: menus, direct mail pieces, coupons, signage and any other ad hoc materials.
- Designed and developed webpages and emails for Mimi's Cafe.
- Maintained brand standards and created logos and style guides.

ART DIRECTOR | NOVEMBER 2014 - DECEMBER 2016

Holmes Millet Advertising (Dallas, TX)

- Designed print and branding collateral for multiple clients.
- Designed and developed the front-end of client websites, as well as other digital assets, such as HTML emails and web banners.

ART DIRECTOR | MAY 2014 - NOVEMBER 2014

Wheeler Advertising (Arlington, TX)

- Designed and developed HTML emails, web banners and website landing pages for Lazydays RV.

DESIGNER & FULFILLMENT ASSOCIATE | JUNE 2013 - APRIL 2014

Speakeasy, LLC. (Dallas, TX)

- Wrote copy and built graphics for our clients' social media websites.
- Built new blogs and graphics for clients to increase SEO optimization.

HOMETOWN NEWS COORDINATOR | JANUARY 2012 - MAY 2013

UW-Madison Communications (Madison, WI)

- Wrote articles for print and online university publications.

HEAD GRAPHIC DESIGNER & EDITOR | AUGUST 2011 - MAY 2013

"The Dish" Magazine (Madison, WI)

- Managed a staff of seven student writers and designers for "The Dish."

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON | School of Journalism

SEPTEMBER 2009 - MAY 2013

Majors:

- Journalism - Strategic Communications
- Communication Arts - Radio, TV, Film

GPA: 3.4/4.0

INVOLVEMENT

SMC DALLAS | Member

- **SMC Dallas** is an organization for social media professionals.

AAF DALLAS | Member

- **AAF Dallas** is the nation's oldest national advertising association.

DELTA SIGMA PI | Member

- **Delta Sigma Pi** is a national co-ed business fraternity.
- Assisted with the re-launch of the Psi chapter at the Wisconsin School of Business in 2010.

SKILLS

ADOBE CREATIVE SUITE

- Photoshop, Illustrator, Indesign, Premiere, XD, After Effects

SOFTWARE

- Microsoft Office Suite, Figma, Sketch Final Cut Pro, iLife, Audacity

APPLICATIONS

- Adobe DAM, Hootsuite, Mailchimp, Google AdWords, Workamajig, Jira

PROGRAMMING

- HTML, CSS, Wordpress, Squarespace, Wix, Joomla