

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro

Adobe After Effects
Adobe Audition
HTML5/CSS3/Bootstrap
Sprout Social

Facebook Advertising
Google Advertising
Wordpress/CMS
MailChimp/iContact

OTHER

Technical adaptability
Creative brainstorming
Deadline management
Public speaking

PROFESSIONAL EXPERIENCE

January 2020 – present

Communications & Design Director

April 2018 – December 2019

Communications & Design Specialist

NEWaukee, Milwaukee, WI

- Direct communications strategy and brand style, producing content for all initiatives
- Implement lead generation campaigns, acquiring 4.5k+ new subscribers (39% growth)
- Segment messaging strategy, increasing average open rate by 11%
- Facilitate all aspects of social media management, increasing followers on Instagram by 2k+ (15.3% growth) and Facebook by 1k+ (5% growth)
- Manage strategic use of social media advertising budgets totaling over \$10k annually
- Write press releases, manage media relationships and act as NEWaukee spokesperson, placing 75+ earned media stories annually

June 2016 – April 2018

Digital Marketing Coordinator/Designer

Sendik's Food Markets, Milwaukee, WI

- Planned email marketing campaigns to Sendik's Fan Club of 100,000+ subscribers
- Facilitated all aspects of social media management
- Updated content across Sendik's web properties, receiving 1M+ monthly page views
- Monitored and reported digital campaign performance using Google Analytics

Feb. 2016 - May 2016

Entrepreneurship Intern

UWM Research Foundation, University of Wisconsin-Milwaukee, Milwaukee, WI

- Supported communication strategy for engaging UWM students in entrepreneurship by designing, developing and distributing newsletters using MailChimp platform

July 2012 - May 2016

Undergraduate Research Assistant to Dr. Nathaniel Stern

Peck School of the Arts, University of Wisconsin-Milwaukee, Milwaukee, WI

- Created documentation videos and design materials to support artworks and events
- Received travel award to project manage multimedia exhibition in Brooklyn, NY

EDUCATION

May 2016

Bachelor of Fine Arts (Concentration in Digital Studio Practice)

Peck School of the Arts, University of Wisconsin-Milwaukee, Milwaukee, WI

Certificate in Digital Arts and Culture

College of Letters and Science, University of Wisconsin-Milwaukee, Milwaukee, WI

- Summa Cum Laude, Cumulative GPA 4.0/4.0, Dean's List Student

LEADERSHIP AND ACTIVITIES

2020 - present

Board Member

Milwaukee Pride Parade, Milwaukee, WI

2015 - 2016

Winner, UW-Milwaukee Student Startup Challenge (\$10k Grant)

University of Wisconsin-Milwaukee, Milwaukee, WI