

EDUCATION

BFA: Studio & Digital Arts: Graphic Design from Liberty University

Tools

- Adobe Creative Cloud
- Microsoft & Google Suites
- Hubspot
- Constant Contact
- Monday.com
- Slack
- Canva Teams
- Flipsnack

9 Years of Brand Design Experience

EXPERIENCE

- 2022 • **Senior Creative Services Specialist | ECU Health**
+ Lead creative designer in rebranding a billion dollar health system, brand strategy, templating, project management
- 2021 • **Senior Creative Services Specialist | Vidant Health**
+ Brand development and reinforcement, creative process alignment, marketing campaign development, design templating
- 2020 • **Creative Services Specialist | Vidant Health**
Internal and External Marketing and Communications print and digital design support for a system of 9 hospitals and 100+ clinics
- 2021 • **Contract Designer | Multiple Clients**
Package design, marketing & educational material design
- 2019 • **Web Content Specialist | CDK Global**
Web design and Ad design for dealerships (GM, Ford, Fiat Chrysler...)
- 2019 • **Associate Graphic Designer | Ingenex**
+ Landing page design, email campaigns and print materials
- 2019 • **Graphic Design Marketing Intern | Ingenex**
Social media graphics, ad design and infographics for various clients
- 2018 • **Project Manager & Designer | Equip**
Print design and customer service
- 2016 • **Graphic Design Intern | Jackson Dawson**
Web page and app design
- 2014 • **Freelancing | Arts Unbounded LLC**
Logos, branding, print design, website builds, interior/exterior design & real estate renderings, Google ads, live paintings...



SKILLS

Digital Design

- Website design, landing pages, news & blog visuals
- Social media graphics, GIFs, filters, Google display ads,
- Infographics, ebooks, TV channel displays, email campaigns

Print Design

- Publication ads, billboards, signage, promotional items
- Educational brochures, books, postcards, mailers, workbooks, resource packets, templates

Strategy

- Creative and production team process development
- Strategic plan development for team projects
- Branding and campaign strategy development

Brand Development

- Logo creation, color palette / visual development
- Brand Guide development and management, campaign consistency, template creation