



## Profile:

A creative, self-motivator with a strong work ethic who thrives both independently and in collaboration with a diverse team to produce detail oriented, organized design in high pressure, deadline driven environments. Credited with combining marketing and design to deliver substantial growth in highly competitive markets. Shows strong expertise in visual promotion with an eye for maintaining cohesive brand identity and integrity while increasing awareness and sales.

## Areas of Expertise:

- Adobe® Creative Suite and Acrobat
- Print and Digital Catalog Design
- Interactive .PDF Creation
- Photography and Photo Editing
- Strategy and Design
- Brand Management
- Integrated Marketing Campaigns
- Multi-Media Marketing
- Pre-press Printing Standards
- Leadership and Teamwork
- Internal and External Customer Service
- Public and Private Sector Relations

### **Worm's Way Inc.**

#### **Graphic Designer**

**Nov. 2011 - Dec. 2014**

Design integrated marketing campaigns to support six retail locations. Manage photography and editing of hundreds of new product images each year. Maintain brand identity and integrity.

- Produce 4+ retail and wholesale catalogs per year.
- Design cohesive multi-media marketing pieces that result in increased revenue and online exposure.
- Maintain a 7,500+ high-resolution print and web ready product image library.
- Create branded social media marketing pieces for use on Twitter, Facebook, YouTube, and MailChimp.

### **RAM Design**

#### **Freelance Graphic Designer**

**Jan. 2010 - Present**

Design and create prints and other graphic design material to clients' specifications. Coordinate with business leaders on marketing and advertising campaigns. Advise and assist individuals on personal document design. Collaborate with all clients to ensure 100% satisfaction.

- Conceptualized, created, and maintained 3 nonprofit identity packages.
- Maintained annual event marketing for West Indianapolis Development Corporation (WIDC).

### **Mary Rigg Neighborhood Center (MRNC)**

#### **Neighborhood Communications Program Leader**

**Sept. 2010 - June 2011**

Created a sustainable business identity. Communicated with and informed community about company services. Created new design packages, wrote media releases, photographed special events, awarded grants, and facilitated focus groups.

- Designed, coordinated, and implemented all marketing materials, including posters, press releases, letters to business partners, and billboards.
- Awarded two grants totaling \$3,500.

### **AmeriCorps**

#### **Public Allies Indianapolis - Ally**

**Sept. 2010 - June 2011**

Surveyed local neighborhoods and prepared businesses for streetscape construction. Increased brand awareness with billboards placed in multiple locations around Indianapolis.

- Participated in leadership training, including: Community Organization, Facilitation, Appreciative Inquiry, Servant Leadership, and Collaboration.

### **Anderson University: Dept. of Art + Design**

#### **Design Lab Assistant**

**Jan. 2008 - May 2010**

Assisted with print-production projects. Created department event advertisements. Kept a supply inventory and maintained departmental hardware and software. Digitized slide libraries.

### **Our Little World Art Studio**

#### **Summer Design Intern**

**May 8, 2009 - Aug. 2009**

Developed designs for and maintained correspondence with clients. Designed brochures, business cards, website GUI, pamphlets, and company newsletters to support the studio. Instructed children's art classes.

## Education & Training:

**Public Relations Board Member** **2012-2013**

*People and Animal Learning Services, Inc.*

**Indianapolis Community Building Institute** **2011**

**BA: Visual Communication and Design** **2010**

*Anderson University, Anderson, IN*

Department of Art + Design, Best of Show 2-D Studio and Print making: 2009

Dean's Honor List and President's Scholarship: 2006-2010