

NBCUniversal

CAMPUS REPRESENTATIVE,
UNIVERSAL PICTURES

2023-2025

- Created original campaigns for releases like *Wicked*, *The Fall Guy*, *The Wild Robot*, *Drop*, and *Migration*.
- Drew >20,000 impressions in one week for *The Wild Robot* (UO only has 18k undergrads!) with clever OOH and social placements surrounding a student welcome + football weekend
- Worked with teams at *Learfield* and *Oregon Athletics* for a *Migration* campaign spanning Oregon social, in-arena, and a stadium-spanning activation during a Thanksgiving rivalry football game with 60,000 spectators + 1.9m TV viewers

Ad Team

2023-2025

DIRECTOR, ART DIRECTION & DESIGN

- Hired and lead a team of 6 creatives for the 2024-25 NSAC competition, creating a semifinalist campaign for *AT&T*
- Created a custom 15-page plansbook and 20 minute presenter deck that scored *first place* within our district and moved to semifinals
- Created and designed an *award-winning* set of mobile UI/UX mockups for our 2023-24 campaign for *Tide*
- Was one of four presenters for the campaign, helping to write, structure and design the *120-slide presentation* from start to finish with a 2-week turnaround, *won Best Male Presenter*

Focal

CO-FOUNDER, CHIEF CREATIVE OFFICER

2023-CURRENT

- First startup created through *UO's Media Innovation Lab*
- Full brand, app, website, UX design for *digital-first news product*
- Pitched to leaders at *Gannett*, *The Oregonian* and more

Oregon Accelerator

PRODUCER

2023-2025

- *Rebuilt and redesigned* the organization's website from the ground up
- Built a one-sheeter for the Oregon football team on their way to the final *Pac-12 Football Championship* on how best to use their moment in the social media spotlight
- Did *photoshoots for multiple athletes* and organizations across teams and disciplines at UO

Freelance Work

- I've spent almost 7 years now doing freelance work. Highlights include:
- *2-month creative leadership & preproduction* on an upcoming campaign from Allen Hall Advertising and *Oregon Men's/Women's Basketball*
- A short film played in Hayward Field during the *World Athletic Championships in 2022* focusing on their work with GEO Oregon
- Created over 200+ deliverables in 3 days as part of the *2025 Nike Outdoor Nationals* competition
- Campaign pitch for *72&Sunny* and *Adobe*

SOJC

School of Journalism & Communication

2024-2025

DIGITAL CREATIVE / PRODUCER

- Worked under the leadership of recent *One Club for Creativity Hall of Fame* inductee Deborah Morrison
- Lead design & creation of a *new student guidebook*, to be given to all future SOJC students
- Lead a redesign of climate publication *Science and Memory*
- Designed a campaign featuring posters of alumni posted throughout the school

PAST CLIENTS



University
of Oregon

2021-2025 BACHELOR'S
OF SCIENCE

MAJOR
ADVERTISING
MINOR
COMPUTER INFORMATION
TECHNOLOGY



BEST MALE
PRESENTER

AMERICAN
ADVERTISING
FEDERATION
DISTRICT XI

EXTREME
INNOVATOR

NOMINEE

THE SUMMER
CAMP SOCIETY