

Experience

Hazel Technologies

Design Director & Media Manager

Remote

November 2022 — Present

Worked on the Marketing, Sales, and Leadership team as the sole creative, producing all visual and video content for digital, print, and social media platforms. Grew company and sales collateral library by 211% within the first year.

- Led, and executed all creative projects including sales collateral, social media graphics, paid media ads, iconography, video editing/directing, trial and case study white pages, and presentation and PPT template design.
- Was a key stakeholder in the company's rebrand in 2023, and expanded the brand over the following year.
- Redesigned the company website and worked with developers to implement. Maintained and updated the website afterwards.
- Led creative direction and design on exhibition designs and trade show presence, and designed a new suite of trade show collateral that saw a 76% increase in foot traffic at events.
- B2B email campaign planning, execution, and tracking. During campaigns, sent 2 emails a week to segmented audience with an average open rate of 37% and an average click rate of 15%.
- Created, organized, and maintained the Sharepoint asset library for multiple teams.

Snow Joe + Sun Joe

Digital + Multimedia Design Manager

Hoboken, NJ

August 2017 — October 2022

Worked under the Digital Creative Director to lead the team of 12 designers, video editors, copywriters to produce all website, catalog, social, TV, and email content.

- Art Directed and produced twice daily livestream shows, product and brand videos, and social media content. Organized and edited video projects.
- Led design of the yearly, 200-page product catalog.
- Acted as Assistant Producer and Art Director on 4 D2C DRTV commercials. Saw 89% YOY increase in product sales following the airing of TV spots.
- Designed landing pages for DRTV products and supported UI/UX team on corporate e-commerce site design and maintenance.
- Wrote e-commerce website content, product descriptions, video scripts, email copy and subject lines, press releases, and packaging copy.
- Led the company's weekly email marketing and campaigns. Directed a team of digital designers on execution. Revamped and streamlined the email template, with a 52% increase in engagement YOY.

Springline Creative

Founder & Creative Director

Freelance Remote

May 2024 - Present

Worked with clients in the agricultural, home & garden, and food industries on branding, sales collateral, exhibition design, UI/UX design, iconography, and presentation design.

- Refreshed a 150-year-old brand with new marketing and sales collateral templates, product offering booklet designs, expanded color scheme, PowerPoint template, 30+ icon suite.
- Worked with agtech company to reimagine trade show presence with exhibition design.
- Led brand strategy and executed design for an assistive robotics technology company creating solutions within the agricultural industry.

Education

The University of the Arts

Bachelor of Fine Arts, Graphic Design (3.8 GPA)

Philadelphia, PA

2012 - 2016

Awards: UArts GD Citation on Senior Thesis - 2016, Printing Excellence Award - 2016, Dean's List 2012 - 2016

Skills

- **Adobe Creative Suite:** InDesign, Illustrator, Photoshop, After Effects, Premiere, XD, Lightroom
- **Email Marketing:** Mailchimp, BeePro, Klaviyo, Salesforce, Pardot
- **Digital Marketing:** DRTV design, B2C Marketing, B2B Marketing, Presentation Design, Display ads
- **UI/UX Design:** Webflow, Adobe XD, Figma
- **Print Design:** Packaging, Magazine design, Book design, Print ads, Billboards, White pages
- **Leadership:** Project management, Art & Creative Direction, File organization, Time management
- **Microsoft Office:** PowerPoint, Word, Excel, Sharepoint
- **Writing:** Promotional writing, Product description, Creative writing, Script writing, Editing