

## Experience

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### Hazel Technologies

Graphic Design & Media Manager

Remote

November 2022 — Present

Worked with the Marketing, Sales, and Leadership teams as the sole creative, producing all visual and video content for digital, print, and social media platforms.

- Led and executed all creative projects including sales collateral, social media graphics, paid media ads, iconography, video editing, trial and case study white pages, and presentation and 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 and trade show presence, designed a new suite of trade show collateral and brochures, and edited the new company overview video that highlighted product benefits for a suite of 15+ crops.
- 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%.
- Spearheaded branding and marketing for a consumer packaging product to launch 2026.

### 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

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.

- Led brand strategy and design for multiple companies — agriculture robotics, artisanal teas, clothing brands, and others. Executed new brand identity across UI/UX design, patterns, social media templates, email templates, stationary, collateral, and iconography.
- Worked with a 100+ year-old company to revamp their sales collateral package, powerpoint template, and other marketing resources.
- Designed, sourced materials for, and created scalable templates for consumer packaging on retail shelves.

## Education

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### 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

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- **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, Social Media Marketing
- **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