

Education

Kutztown University of Pennsylvania | Bachelor of Fine Arts (BFA), Communication Design | May 2022

GPA: 3.99 | Dean's List, 2018–2022

Work Experience

Phoebe Ministries | Allentown, PA | *Nonprofit Senior Living & Healthcare Network*

Digital Specialist | October 2025 – Present

- Created 100+ social media Reels, managing filming, lighting, audio, graphics, editing, and post-production across Phoebe locations
- Increased social media page views by 82%, post engagements by 206%, and post reactions by 84.6% through audience-focused campaigns and creative concepts
- Grew combined social media following by 51%, from 7,190 to 10,860 followers across platforms
- Filmed, produced, and edited video content, including resident-focused cooking shows for internal televisions and promotional tours showcasing community apartments, amenities, services, and resident experiences
- Produced event photography, videography, branded graphics, and presentations to support organizational communications, social media, and marketing initiatives
- Collaborated with staff, leadership, volunteers, and residents to develop authentic stories and content highlighting their experiences within the Phoebe community
- Analyzed social media performance and streamlined analytics reporting to evaluate content effectiveness and inform future campaigns and strategies

Codeword Agency | New York (Remote) | *Tech Marketing Agency*

Art Director | August 2023 – September 2025

- Led the design and maintenance of multiple data hub websites for Google's Real Estate & Workplace Services (REWS) team
- Branded, designed, and built websites for Google's internal teams using Google Sites and Brightspot CMS
- Onboarded and trained a senior designer on web design, CMS, and Google client workflows
- Presented design concepts to stakeholders, justifying decisions with UX principles and rationale
- Collaborated with editors, speakers, and stakeholders to design presentations, data visualizations, and visual aids for ChromeOS and Google REWS

Junior Designer | August 2022 – August 2023

- Developed user journeys, sitemaps, and wireframes to inform site structure and user experience
- Designed data intake templates and visual systems for Google's internal teams
- Created animations, illustrations, and email assets for Google's internal communications
- Established a universal Figma asset library used across multiple internal Google websites

3Seed Marketing | Allentown, PA | *Marketing Agency*

Graphic Design Intern | October 2021 – December 2021

- Collaborated with the Creative Director to conceptualize and design logos and promotional materials for the Allentown School District Foundation Gala
- Prepared marketing materials for print production, including layout and file setup
- Created flyers and social media graphics for CareerLink Lehigh Valley and Strubinger Law Firm

Skills

Graphic Design, Art Direction, Visual Design, UX/UI Design, Branding, Typography, Illustration, Animation, Presentation Design, Visual Storytelling, Videography, Photography, Video Editing

Tools

Figma, Adobe Creative Cloud (Illustrator, Photoshop, After Effects, Premiere Pro), HTML, CSS, Google Workspace, Microsoft Office, Generative AI and AI-Assisted Creative Tools