

M Content Strategy & Design

Avenel, NJ



Skills

Creative Strategy

Direct Response Scripting
Hook & Angle Ideation
Consumer Psychology
Competitive Ad Research
Storyboarding & Briefing

Performance & Analytics

Hook Rate & Hold Rate Analysis
Modular A/B Testing
Outbound CTR Optimization
Ad Metrics

Software

Photoshop, Illustrator, After Effects,
Premiere Pro, Lightroom, Figma, CapCut,
Notion

Creative

Videography, Photography, UGC,
Illustration, Graphic Design,
Story Telling, Social Media, UI/UX,
Typography, Color Theory, HTML/CSS,
Branding, Prepress Design
(Product and Package)

Management

Decision-making, Analytical Thinking,
Project Planning, Project management,
Task Delegation, Team Communication,
Team Leadership, Mentorship, Hiring

Hobbies

Indoor Plants, Crochet, Crafting, Reading,
Traveling, Camping, Foodie, Running,
YouTube, Theater

Experience

Freelance Creative Strategist & UGC Content Creator

June 2024- Current

- Direct Response Ad Scripting: Research and craft video scripts and visual frameworks targeting key consumer pain points and buying triggers.
- Creative Analytics: Analyzed performance metrics (Hook/Hold Rates, CTR) to isolate creative performance and guide iteration strategy.
- High-Retention Video Hooks: Developed video concepts achieving 24% - 30% Hook Rates and 30% - 50% Hold Rates.
- Modular A/B Testing: Executed systematic ad variations (hooks, pacing, CTAs) to prevent creative fatigue and scale winning concepts.

Product Approvals/Design - Silver Buffalo LLC

February 2016- April 2025

Positions held: Design Manager, Sr Production Designer, Production Designer.

- Led a team of designers through all phases of product development, from concept to launch.
- Ensured artwork compliance with brand and licensor guidelines.
- Streamlined product development processes, reducing lead time.
- Trained new hires and communicated with sales on customer demand.
- Stayed current on licensing trends to align products with popular culture.

Jr Graphic Designer - Andrews + Blaine Ltd

May 2015 – November 2015

- Producing and assembling production-ready artwork files.
- Transforming concept renderings into final artwork.
- Adapting artwork to meet diverse customer needs.
- Maximizing product appeal to align with client preferences.
- Reviewing product quality.
- Testing product performance.
- Identifying and resolving issues before products reach the sales floor.

Education

Bachelor of Fine Arts in Art: Concentration in Animation at Monmouth University

West Long Branch, NJ • August 2013
Dean's List

Associate in Arts at Brookdale Community College

Lincroft, NJ • December 2010

Google UX Design Specialization Certificate

Grow With Google • 2023

Motion Creative Strategy Bootcamp 2026

Motion • 2026

Google Digital Marketing & E-commerce Professional Certificate

Grow With Google • Currently enrolled