

Passionate, cross-functional, creative and results-driven marketing and design professional with over 6 years of marketing experience across digital marketing, direct mail, communications, and brand awareness. I am a firm believer that data should drive decisions, but with creativity to support it.

ROLES I'VE HELD

Director of Marketing

THE NEIGHBORHOOD CONNECTION, JULY 2018 – PRESENT

Develops digital and traditional marketing campaigns across multiple platforms. Spearheads efforts to increase SEO visibility. Incorporates marketing efforts into various departments of the chain. Uses research to develop, implement and measure strategies. Works closely with the company's sales team; enabling them to meet their objectives. Attends conferences around the nation to stay up to date on trends.

Digital Director

GET1FREE MARKETING, JANUARY 2016 - JANUARY 2019

Responsible for building a startup department of digital services and products. Lead a team towards success in creating a digital presence for over 40 local businesses. Introduced the company to innovative marketing strategies in both the digital department and the company as a whole. Participate in executive level decisions and lead the user experience for both a coupon website and a deals website.

UX Designer & Creative Strategist

SESSIONRADAR, FEBRUARY 2015 – JUNE 2016

Startup specialist and core member of founding team. Sole UX and Creative Strategist for multiple event tech mobile and web apps. Guided the product's development of UX including persona, information architecture, wireframing, prototyping and user testing.

LANGUAGES I SPEAK

Adobe Creative Suite CC, HTML/CSS, Office, Sketch, Axure, Google Ads, SEO, Wordpress, Hubspot, Mailchimp

WHERE I'VE LEARNED

BS Digital Media Arts, December 2014

NEWSCHOOL OF ARCHITECTURE + DESIGN / SAN DIEGO, CA

Digital Marketing Institute, March 2017

DATA & MARKETING ASSOCIATION, SAN FRANCISCO, CA

Front End Web Development, December 2015

UDACITY NANODEGREE PROGRAM, ONLINE

Automated Aviation Logistics Program, February 2008

UNITED STATES ARMY, FORT LEE, VA