



## Education

Bachelor of Fine Arts in Communication Design, May 2014 • Kutztown University of Pennsylvania, Kutztown, PA  
Concentrations in Advertising and Interactive Design

## Design Experience

LRG Marketing and Communications Inc. • Nyack, NY

*Art Director* • June 2017-Present

- Ideation and creative direction of visual marketing, advertising and branding communications for digital, print, social media and user experience design projects.
- Meticulously followed client brand guidelines to enable brand consistency across campaigns and marketing programs.
- Designed and built 7+ websites in Wordpress and Hubspot.

*Graphic Designer* • June 2016-June 2017

- Designed and built 3 websites using Hubspot's COS platform.
- Design wireframes and graphic assets for websites.
- Produced inbound marketing materials for clients.

*Assistant Graphic Designer* • October 2014- June 2016

- Designed and developed websites for LRG Marketing, inFusion and MediaMax in WordPress.
- Assist in producing inbound marketing materials for clients.

*Independent Contractor* • July-October 2014

Innovative Designs & Publishing Inc. • Palmer, PA

*Design Intern* • Fall 2013

- Designed advertisements for *Berks County Living*, *The Town & Country Gazette* and *The Home News*.
- Designed the editorial layout for the feature in the December issue of *Berks County Living*.

## Certifications & Awards

Hubspot • Growth-Driven Design, Growth-Driven Design, & Inbound Marketing Certifications

International Skopje Poster Contest "Money For Free," Finalist • 2012

## Volunteer & Affiliations

Design-A-Thon • 2012, 2013

- A 24-hour event where students, professors, and alumni volunteered to produce pro-bono creative work for non-profits.
- Designed and coded website for Martin Luther & Coretta Scott King Memorial Foundation.
- Designed a logo and pamphlet for The Early Learning Center Inc.

## Skills

Adobe Creative Suite • Illustrator, InDesign, Photoshop, XD

Web Design & Development • HTML, CSS, Wordpress, Hubspot