



CONTACT

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📍 Amherst, MA

SKILLS

A sample of my skills

- Web Design
- Design Thinking
- Wireframe Creation
- Front End Coding
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication

EDUCATION

BACHELOR OF ARTS

Moravian University

2008-2012

ROLES

SOCIAL MEDIA MANAGER (3+ YEARS)

Food and Retail

[Click for a portfolio](#)

Demonstrated expertise in social media management through hands-on experience with content creation for diverse businesses, including a food co-op and a local specialty meat store. Proven ability to identify and highlight top-selling products. Specialized in developing compelling and conversion-focused reels for Facebook and Instagram pages, consistently driving sales. Proficient in utilizing Google AdWords, Advertising, and Analytics to assess and optimize campaign performance.

CONTENT CREATOR (5+ YEARS)

Food and Retail

[Click for a portfolio](#)

After recognizing shifts in the graphic design landscape, I pursued an internship with a prominent blogger to gain comprehensive insights into digital marketing, particularly focusing on effective storytelling. Subsequently, I secured my initial full-time role as a Multimedia Specialist at a food co-op, where I dedicated 3.5 years to honing my skills and contributing to the organization's multimedia requirements.

GRAPHIC DESIGNER (10+ YEARS)

Small Business, Food and Lifestyle and Nonprofits

[Click for a portfolio](#)

Earned a B.A. in Art with a focus on Graphic Design and Photography. Since graduation, I have diversified my application of specialized skills across various avenues. Over 4.5 years, I engaged in freelance and independent work, contracting with businesses in diverse lifestyle sectors for graphic and web design projects. By observing the industry shift towards digital marketing, I adapted my skills accordingly. In a recent role as a Digital Ecommerce Designer, I spearheaded the creation of digital downloads for a fundraising campaign on Etsy, aimed at generating funds for medical and protective supplies during the Ukrainian crisis. This initiative successfully raised nearly \$2,500 in support of the cause.

PRODUCTION ARTIST (3-5+ YEARS)

Small Business and Retail

[Click for a portfolio](#)

Post-college graduation, I commenced my professional journey as a contracted graphic designer at a local print shop. Progressing through roles, I served as a Custom Production Specialist at Yankee Candle and later as a Logo Production Artist at Deluxe Corporation. With a typing speed of 70-75 words per minute (WPM), I consistently ensured timely, meticulous, and accurate delivery of production arts.