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EDUCATION

UNIVERSITY OF DELAWARE

Class of 2017

BFA Visual Communications
Minor in Art History

Courses based in advertising,
communications, branding, typography,
graphic design, and interactive media.
Deans List Spring 2014 & Spring 2015

STUDY ABROAD

June 2016 - July 2016

London, England

Five-week long intensive course visiting
top design and advertising firms including
Pentagram, Williams Murray Hamm, Saatchi
& Saatchi, Wieden + Kennedy London,
Johnson Banks Crescent, & more.

SKILLS

Social Media
Powerpoint
Excel
Hootsuite
WordPress
Graphic Design
InDesign
Photoshop
Illustrator

EXPERIENCE

MARKETING & OPERATIONS COORDINATOR

Lumenpulse, Boston, MA / *February 2019 - Present*

- Serve as an extension of the global marketing team based in Longueuil, QC Canada to support the US market
- Design marketing collateral, such as internal & external event invitations, posters, company apparel, etc.
- Revise & design powerpoint presentations for c-suite executives
- Manage the CMS platform to ensure accuracy and efficiency
- Research and plan company events, such as meetings, volunteer opportunities, team bonding activities, & company-wide celebrations

Key Accomplishments

- Independently researched and implemented a promotional marketing campaign for the company's #1 best-selling product
- Awarded the Swiss Army Knife Award as "most likely to do anything you need, and do it with a smile"

MARKETING ASSOCIATE

Summit Healthcare, Braintree, MA / *August 2017 - February 2019*

- Organized and streamlined the CRM system for better efficiency
- Designed powerpoints, use cases, and all other marketing collateral
- Managed marketing campaigns for direct mail, email, and social media
- Conducted website updates as needed via WordPress
- Assisted with internal and external event planning

Key Accomplishments

- Implemented a quarterly employee spotlight initiative, reinstated weekly blog posts from alternating departments, and successfully executed one direct mailer each quarter

MARKETING INTERN

Revulytics, Waltham, MA / *January 2017 - May 2017*

- Created digital ads for use in the company's AdRoll, LinkedIn, and Google campaigns
- Designed and edited powerpoint presentations, use cases, and other documents to match new branding guidelines

Key Accomplishments

- Designed an accent wall for the company's new space

OTHER CURRENT JOBS

WEDDING EVENT COORDINATOR

Katydyd Events, Newburyport, MA / *November 2019 - Present*

FREELANCE GRAPHIC DESIGNER

Self-Employed, Walpole, MA / *May 2017 - Present*