

## education

### B.S. in ADVERTISING

University of Texas at Austin

Texas Creative Sequence

### VOGUE FASHION

#### CERTIFICATE

Condé Nast College of Fashion

& Design, London

## skills

Photoshop

InDesign

Photography

Videography

Final Cut Pro

Graphic Design

Website Design

Social Media Management

Influencer Relations

Project Management

Creative Strategy

Community Management

Content Creation

## experience

### gotham / MCCANN WORLDGROUP | NEW YORK, NY

Art Director | August '22-Present

- Concepted strategic solutions for digital-first campaigns, print and social for global campaigns for Maybelline
- Designed and art directed various digital and print assets for Maybelline

### BIG SPACESHIP | NEW YORK, NY

Art Director Intern | June '22-August '22

- Strategized, concepted, creatively executed & pitched campaigns for Chase Bank and Tia Healthcare
- Developed creative platform and Strategy for Fast Twitch (Gatorade) to launch on college campuses partnering with the NFL

### FORTRESS & HUMA BLANCO | AUSTIN, TX

Digital Marketing & Social Media Specialist | January '20-May '22

*Promoted from intern to implement and manage marketing strategies of two sister shoe companies.*

- Designed and wrote email marketing campaigns, resulting in 20% increase in open rate as measured by Klaviyo
- Boosted Instagram reach by 153% and engagement by 155% during first quarter of 2022 through spearheading and executing IG reel strategy
- Launched on-trend influencer campaigns, building long-term relationships with relevant content creators
- Art directed and styled editorial photoshoots to align with rebrand

### VOGUE FASHION CERTIFICATE | LONDON, UK

Condé Nast College of Fashion & Design | Sept '21-Dec '21

*Completed 10-week intensive course in London, England with coursework in fashion media, fashion marketing, and visual communication for fashion.*

- Collaborated in team in the development of a new issue and 360 degree marketing strategy for British GQ
- Conducted illustrated brand report and promotional strategy for Charlotte Tilbury to target Gen Z

### SPARK MAGAZINE | THE UNIVERSITY OF TEXAS AT AUSTIN

Associate Creative Director | August '17-May '21

*Served in multiple leadership position for six consecutive bi-annual publications. Promoted from Director of Hair and Makeup to Associate Creative Director while being an active content creator within the organization.*

- Organized and facilitated virtual professional development event for over 75 new staff members
- Led 15 creative teams in vision definition and storytelling per issue
- Coached department directors in creating an inclusive team environment, crafting strong curriculum, and workshop facilitation strategies