

education

B.S. in ADVERTISING

University of Texas at Austin

Texas Creative Sequence

VOGUE FASHION

CERTIFICATE

Condé Nast College of Fashion

& Design, London

skills

Adobe CC

Figma

Microsoft Suite

Keynote

Motion graphics

Final Cut Pro

Retouching management

Print design and production

Social media content creation

Photography

experience

gotham / MCCANN WORLDGROUP | NEW YORK, NY

Art Director | August '22-Present

- Managed end-to-end execution of 360-degree campaigns for Maybelline New York, from pre-production through post-production phases, ensuring seamless integration across all platforms
- Collaborated closely with photographers and directors, providing creative direction
- Supervised post-production processes, guiding retouchers and editors to maintain brand integrity and visual consistency
- Contributed to the development of Maybelline's 2025 social guidelines in collaboration with the team, aligning creative direction with evolving industry trends and consumer behaviors
- Mentored NYC highschool students through the four week AdFutures competition via The Ad Council

SPCSHP | NEW YORK, NY

Art Director Intern | June '22-August '22

- Strategized, conceptualized, creatively executed & pitched campaigns for Chase Bank and Tia Healthcare
- Crafted a creative platform and strategy for Fast Twitch (Gatorade) to launch successfully on college campuses, leveraging a partnership with the NFL to maximize brand exposure and resonate with target audiences

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

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