




Graduate with a Bachelor of Fine Arts (BFA) from Baylor University. I studied Studio Art with a concentration in Graphic Design.

I have found a great sense of joy and purpose learning, not just how to create and design, but how to do it cohesively with others. I believe my strengths reside in branding & marketing.


Seeking creative, collaborative and challenging environment that drives and holds me to produce at a high standard.

SKILLS


Adobe Illustrator / InDesign




Adobe Photoshop / Lightroom




Wordpress / Squarespace



HTML / CSS / Bootstrap




Javascript



Adobe After Effects / Premiere



Adobe Suite



Print Production



EDUCATION

BAYLOR UNIVERSITY WACO, TX

Fall 2013 – Spring 2018

- Bachelor of Fine Arts
Studio Art - Graphic Design
- Chi Omega - Theta Kappa

BOONE HIGH SCHOOL, ORLANDO, FL

Fall 2009 – May 2013

- Graduate with Honors
- National Honors Society
- Journalism Honors Society

EXPERIENCE

NEW POINT MEDIA GROUP - GRAPHIC DESIGNER / CREATIVE AND MARKETING MANAGER / SEPT 2018 - FEB 2020

Oversight of following Publications: *The Real Estate Book*, *New Home Guide* and *Senior Living Choices*. In-charge of creating fresh branding and design elements i.e. magazine fillers, flyers, web elements. Built and organized libraries (through Adobe Suite) of branding elements multiple designers from different franchisees' can pull from. Developed Media Kits and marketing campaigns. Analyzed and relaunched marketing (targeting and traffic) campaigns through Facebook Business Manager, Google Ads and banner ads. Managed Website for *NHG* by updating basic UI/UX to accompany business growth/changes. Managed social accounts for both *NHG* and *TREB*.

Before marketing position was Production Designer for several print and digital magazine publications, all associating with Real Estate marketing. Publications included *Homes & Land*, *Estates and Homes* and *Coastal homes*, all affiliated under *NPMG*. This eventually lead to working on re-branding campaign for *Homes & Land* that included developing new brand standards and testing developing design software.

PERKINS + WILL GRAPHIC DESIGN INTERN / SUMMER 2017

Main objective of study was to learn as well as contribute to a branding process for a new district/development that would be erected in my hometown Orlando, FL, *The Packing District*. I worked with an already developed brand and pushed it forward to create potential mural ideas that are to be used as artwork for the industrial buildings in this park. Briefly worked with the branding branch of the company on developing a logo / brand for Gwinnett county in Georgia.

FREELANCE DESIGN & PHOTO / AUG 2015 - PRESENT

Companies including *4Roots Farms*, *Grace Valentine*, *SC-Advisors*, *Dr. Phillips Foundation*, *Coffee Candles*, (the band) *Relic*, *Antioch Community Church*, *Content Capital* (available to view on website).

Brand & Logo Design	Mural Design
Slides / Printable Graphics	Web Design
Social Media Account Management / Marketing	

Product	Weddings
Industrial / Space	Engagements
Editorial	Portraits

THE BRIDGE GAPS - HEAD WEB EDITOR / SUMMER 2017

Head media and content editor for traveling blog website. Built a space for Baylor Journalism students to write about experiences and interactions while traveling across Eastern Europe. Students would submit articles and I would edit stories to match the journalistic AP style as well and the design / feel of the website. I was also the head photo collector and editor and solely contributed to the gallery of the website.

BEAR COTTON GRAPHIC DESIGN INTERN / AUG 2015 - MAY 2016

Designed t- shirts for events / advertising for different clients. Job included meeting/ developing a creative plan and outline for clients' vision and personally designing their idea through to a final product. Also created opportunity to create brands for local business from scratch.

REFERENCES

JENNA BURROW - Senior Director, Creative & Production | *NPMG*
Austin, TX / jennaburrow@gmail.com / (512)-686-1808

CASSIE BRANUM AICP, LEED AP - Associate Principal | *Perkins + Will*
Atlanta, GA / cassie.branum@perkinswill.com / (404) 443-7483

MAXEY PARRISH - Professor / Senior Lecturer | *Baylor University* –
Journalism, Public Relations and New Media Department | Waco, TX /
maxey_parrish@baylor.edu / (254) 498-9512