

I am an award-winning, intuitive and creative graphic designer, photographer and communications professional producing brand identities and graphics, print publications and collateral, and digital visual content including photography to effectively communicate your message and inspire your audience to take action.

EMPLOYMENT HISTORY

Freelance Graphic Designer & Photographer

2015-Present

Print and digital design for non-profits, small businesses and entrepreneurs; Product, studio and on-location lifestyle and branding photography; Assistance creating written content for websites, emails and other collateral; Marketing and campaign strategy.

Marketing Associate

Workhouse Arts Center - Lorton, VA

Nov 2019–Sept 2020

Print and digital design, photography, social media posts, press releases, email writing, creation and tracking, and marketing strategy and campaigns for large, multi-program Arts non-profit.

Marketing and Design Specialist

Center for the Arts - Manassas, VA

Aug 2016–Apr 2017

Print and digital design, photography, social media posts, press releases, email writing, creation and tracking, and marketing strategy and campaigns for small, multi-program Arts non-profit.

Senior Graphic Designer

Christian Relief Services Charities

Alexandria, VA

May 2006–May 2015

Print and digital design, photography, email creation and tracking, general assistance with written content and multi-channel fundraising campaigns, and design department management for large, multi-program Human Services non-profit.

Senior Graphic Designer

Northern Virginia Community College - Annandale, VA

Aug 2003–Mar 2005

Print publication, digital asset management, design department technical support for large, Virginia State Community College.

DESIGN & ACCOMPLISHMENTS

- Annual reports, executive summaries, guides, newsletters, direct mail, directories, brochures, fact sheets, postcards, invitations, posters, infographics, banner ads, hero images, icons
- Logos, brand identities, mood boards, stationery packages, business cards
- Brand photography, product photography, photo shoots, photo editing and retouching, photo compositing
- Signage, banners, promotional products, tshirts, product labels
- Website design and management, email creation
- Written content for reports, websites, email and other collateral
- Complete branding packages including logo, website, social media, email, other graphics and photography
- Pivoted in-person monthly Art Walk and gallery exhibitions to online, virtual events and galleries due to COVID-19 Pandemic in order to retain constituent engagement with artists
- Marketing campaign strategy for Summer drive-in movies that included social media, emails and press releases that garnered high levels of engagement and local news coverage
- Press releases and social media for newly opened museum that received national coverage
- Design for Native youth group website including online forms and a large E-commerce store resulting in more efficient operations, increased donations, new stream of revenue and increased awareness

SKILLS & EDUCATION

Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Acrobat • Google Docs • Microsoft Office • Slack, Asana, 17Hats
Constant Contact, MailerLite, Convio • Later, Content Studio • WordPress

Intuitive • Insightful • Mindful • Intentional • Resourceful • Responsible

BFA Graphic Design - Summa Cum Laude - Old Dominion University