

**Content Producer / Digital Marketer.** Creates game-changing content in nuanced styles and tones. Targeted omni-channel storytelling that achieves marketing goals. Writes content for that exact micro-moment when a millennials makes a purchasing decision on his smartphone. Blends infographics, animation and video to tell a story that excites and compels while reinforcing the brand. Research, brainstorm and advocate new creative ideas.

## Proficiencies

Content Production	Web / App Development	Digital Marketing
<ul style="list-style-type: none"><li>• Storytelling</li><li>• Video Production</li><li>• Blogs</li><li>• Copywriting</li><li>• Product Photography</li></ul>	<ul style="list-style-type: none"><li>• Adobe Creative Suite</li><li>• Adobe After Effects</li><li>• HTML5</li><li>• HTML Email Design</li><li>• Android   Java</li></ul>	<ul style="list-style-type: none"><li>• Social Media</li><li>• SEO   SEM</li><li>• PPC Campaigns</li><li>• Web Analytics</li><li>• Landing Pages</li></ul>

## Career History

<i>Little Overlord</i>	Founder / Designer / Content Producer	Dec 2015   Present
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Littleoverlord.com is a community website about pop culture, comics, comedy and video games. I launched the site to showcase my videos, podcasts and interactive designs. The site averages 4000 unique visitors a month ([www.littleroverlord.com](http://www.littleroverlord.com)).

<i>Zero Limit / Fansided</i>	Features Writer / News Desk	Sep 2014   Dec 2015
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*Zero Limit* is a web platform for covering the worlds of Science Fiction and Fantasy. Movies, television, video and tabletop games, novels and short stories: If it takes place in an imaginative world, the far future, alternate dimensions and beyond, we'll cover it ([www.zerolimitmagazine.com](http://www.zerolimitmagazine.com)).

*FanSided* is one of the fastest growing network of fandom-focused sports, entertainment and lifestyle sites on the Internet. The company is a thriving collection of over 300 communities dedicated to bringing together fans to share their common passion ([www.fansided.com](http://www.fansided.com)).

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CarsYours.com, Chicago IL	Content Producer	Jun 2015   Sep 2015
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CarsYours.com is a disruptive technology start-up that connects car buyers and sellers. It builds trust and walks the buyers and sellers through a proprietary, secure and integrated mobile platform.

- I created persuasive landing pages and related marketing communication materials.

Neo Studios, Lake County IL	Social Media Intern	Jan 2014   Jun 2015
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Neo Studios is a design agency that created customer engagement apps, websites, and video. We did everything that you could imagine to drive sales, enhance brand awareness and build customer loyalty relationships.

- I implemented a targeted social ad campaign that drove traffic to various microsites and landing pages. I also followed-up with prospects via email and phone.
- I imagined and created interactive experiences for use with ads and social media campaigns.

## Education

- College of Lake County
  - Computer Information Technology
    - 2015 - 2016
- Northeastern University
  - Computer Science
    - 2017 - 2019

## Certifications

Google AdWords Mobile [Certified](#)

Google Analytics [Certified](#)

Google Android Java nanodegree

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