

Content Producer / Digital Marketer. Creates game-changing content in nuanced styles and tones. Targeted omni-channel storytelling that achieved 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">• Storytelling• Blogs• Copywriting• Product Photography• Video Production	<ul style="list-style-type: none">• Adobe Creative Suite• Adobe After Effects• HTML5• HTML Email Design• Android Java• SQL JSON	<ul style="list-style-type: none">• Social Media• SEO SEM• PPC Campaigns• Landing Pages• Web Analytics• MS Excel

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).

<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).

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).

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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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