

PROFESSIONAL EXPERIENCE

Forecast Sales Inc. Media, Marketing, & Design

**Indianapolis
2024-Present**

- **Graphic Design:** Creating visually engaging marketing materials, advertisements, and promotional content to support sales initiatives.
- **Branding:** Developing and maintaining consistent branding across various platforms to strengthen corporate identity across multiple brands.
- **Video Production:** Designing and producing tutorial videos that effectively communicate product usage and best practices.
- **Collaborative Marketing:** Working closely with cross-functional teams to ensure cohesive marketing strategies that resonate with our target audience.

Freelance Multifaceted, Specializing in Digital Solutions

**Indianapolis
2011-Present**

- **Web Development & Design:** Develop and design user-friendly, aesthetically pleasing websites that enhance user experience and engagement.
- **Social Media Management:** Craft strategic content to amplify brand presence and foster community interaction.
- **Holistic Digital Solutions:** Provide comprehensive services that meet and exceed client expectations in the digital realm.
- **Photography:** Capture stunning visuals that tell compelling stories, creating impactful imagery for various projects.

USA TODAY CO. Digital Advertising Designer

2018 - 2023

- Specializing in designing a wide range of digital ads tailored to client-specific needs, including static and animated ads, pre-roll videos, newsletters, and more.
- Expertise in creating high-quality, unique, and visually appealing digital content.
- Skilled in managing and delivering a large volume of work efficiently within tight deadlines.

The Ball State Daily News

Muncie, IN.

Multiple positions from Aug 2014 to May 2017.

iDesk Developer, Web Content/Social Media Editor, Online Design Editor, Web Designer

EDUCATION

BALL STATE UNIVERSITY Photojournalism / Digital Media

**Muncie, Indiana
2013-2017**

I earned my degree in photojournalism with a minor in digital media from Ball State University. During my time there, I gained hands-on experience working for the Ball State Daily as a web designer and developer. I also contributed to a 2016 Rio Olympics project/class by creating and managing a website for a team of student journalists. Additionally, I worked on a multimedia project titled “Unmasked: The Stigma of Meth,” where I developed and maintained a website to support the project’s printed edition, radio series on Indiana Public Radio, and a public television documentary on WIPB PBS.

TECHNICAL SKILLS · HTML, CSS, JS, jQuery, PHP, React, SEO, UI, UX, Digital Illustration, 3D Modeling, Photoshop, Social Media, Marketing/Branding, Videography, Photography