
With 15 yrs experience in Creative Direction & Product Management, proficient in:

Wireframes & Prototypes
User Personas
Figma
Usability Testing
Adobe Creative

Process Management
Workflows
Deliverables
Sales

Design Business Owner
Operational Planning
Revenue Generation
B2C

EDUCATION

PRODUCT DESIGN CERTIFICATE

CareerFoundry | Berlin, Germany
Product Design & Front-End Development

BACHELOR OF ARTS, CUM LAUDE

Smith College | Northampton, MA
BA Double Major French & Italian | Latin Honors

EXPERIENCE

Creative Director & Business Owner | Lo & Behold

Atlanta, GA 2021-2023

- **Found highly profitable, low-competition gap** in luxury family photo market with **high demand** from existing clients: photo gallery design and production.
- Created new photo gallery product, which **increased revenue by 100%** in the first 12 months.
- Became full-time multi-six-figure **business owner with team of four** personnel.
- Grew in-person sales skills to achieve **multi-four and multi-five figure sales**.
- Bespoke, unconventional projects included floor to ceiling galleries of 50+ pieces.
- Created and managed frame shop vendors, equipment and staff.
- Managed processes and workflows in PM systems to handle complexity of many-step, many-stakeholder projects and **created digital and physical deliverables** such as design layouts, revisions, materials meetings and production and installation of galleries.
- Planned and **produced website content to create a compelling case** for our client's journey through a new and **unfamiliar buying process**.
- Created **high-conversion email marketing** with **43.6% average open rate** (benchmark industry averages: 23.24% Photo/Video, 21.60% Home & Garden).
- **Featured in Reader's Digest**, Fine Art Connoisseur and Simply Buckhead.

Photographer, Self-Employed

Atlanta, GA 2009–2021

- Created and **grew 6-figure photography business.**
- Trained in sales techniques to earn consistent **4-figure average sales.**
- Wrote **high conversion email marketing.**
- **Grew database from less than 100 to over 1,000 high quality leads** through in person and online **lead generation.**
- **Cultivated 25+ local cross-marketing partners** to gain new, pre-qualified clientele.
- **Self-taught** photographer in a **variety of disciplines**, lighting techniques and sales processes: multi-day South Asian weddings, American weddings, family and child portrait photography.
- Proposed a **new and different solution** to an existing photography market: interior design focused framed print sales.

Director of Operations, Blackshaw Partners

Atlanta, GA 2007–2008

- Managed operations for busy **C-level** office of **5 recruiters**
- Improved operational **efficiency** by streamlining processes and implementing **new solutions** for front office filing system
- Oversaw daily operations across multiple recruiter offices (recruiter & staff), ensuring seamless **coordination** and efficient execution of tasks
- Produced **quarterly meeting booklet** to better visualize meeting information, which decreased quarterly meeting time from several hours to one hour



AWARDS & PUBLICATIONS

Featured in

Simply Buckhead, Reader's Digest, Red Tricycle, Fine Art Connoisseur, VoyageATL

Master Photographer

National Association of Professional Child Photographers

First Place Prize

National Association of Professional Child Photographers Inspired Print Competition