

WORK EXPERIENCE

DROGA5

New York, NY

Associate Digital Producer

Sept. 2012- Feb 2013

- Produced websites, banners, and print projects for clients such as Prudential, Kraft, Coke Zero, and Puma.
- Conducted research on industry trends and partners for our UX, design, and development teams.
- Reported to the Head of Digital Production.
- Wrote and prepared business documents for each project (MSA, SOW, NDA).

CODE AND THEORY

New York, NY

Associate Digital Producer / Resources Manager

May 2011- Sept. 2012

- Produced websites, banners, videos, and print projects for clients such as Dr Pepper Snapple Group, Comcast, Jimmie Johnson, and Columbia Business School.
- Interacted with clients on a daily basis.
- Reported to the Head of the Production Department.
- Some experience in agile development methodology.
- Managed company resources, project pipeline, time-entry, and internal video case-studies.

NATIONAL STUDENT ADVERTISING COMPETITION

Washington, DC

Account Manager / Creative Director

Nov. 2010- May 2011

- Devised and created an integrated marketing campaign with a selected team of GWU students for client JCPenney.
- Campaign included collected consumer insight, in-store and digital customer experience, and traditional media tactics.

RTKL ARCHITECTURE

Washington, DC

Marketing Intern

June 2010-Aug. 2010

- Edited and compiled marketing proposals for prospective clients using Adobe InDesign.

GMMB POLITICAL ADVERTISING

Washington, DC

Production Intern

Sept. 2009 – Dec. 2009

- Edited video and audio for clients using Avid editing suite; created advertising reels for client consumption.

BLATTNER BRUNNER

Washington, DC

Digital Advertising Intern

May 2009 – Aug. 2009

- Created an alternate reality game driven by social media; entered in the 2009 ADDY and WEBBY awards by firm.

MODERNISTA!

Boston, MA

Advertising Intern

June 2004 – Aug. 2006

- Acted as a youth marketing consultant and provided strategic insights for client pitches and commercials.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC

Bachelor of Business Administration Program, Marketing and Advertising Major

May 2011

Coursework includes: Advertising, Marketing Management, Consumer Behavior, Market Research, International Business, Statistics, Economics, Accounting

Honors: AAF's Alpha Delta Sigma Honors Society, International Advertising Association Diploma Recipient

THE AMERICAN UNIVERSITY OF PARIS

Paris, France

Marketing, Film, Social Psychology, and Political Science

Jan. – May 2010

ACTIVITIES AND INTERESTS

Computers: Microsoft Project, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Flash Catalyst, Bridge, Prezi Presentations, iMovie, Google Analytics, PowerPoint, Excel, and MS Word

Certifications: General Assembly Front-End Web Development (HTML, CSS, and Javascript)

- Member, American Advertising Federation (2008 – Present)
- Member, AmeriCorps, Washington DC (2008 – Present)
- Interests include sports, technology, vintage motorcar racing, music, and international travel

Cell

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