

Experience



- Managed campaigns from briefing process to post-campaign reports with all internal buying teams.
- Ran, analyzed, and presented competitive reporting to determine client standing in the marketplace.
- Guided Assistant Strategist through fundamentals of media planning process and checked work for accuracy.
- Conducted in-depth analyses of consumer insights, purchasing behavior, and market landscape.
- Prepared and tracked all purchase authorizations and to ensure agency and budget compliance.

Education

Skills

Wireframing
Prototyping
Process Flows
User Testing
Competitive Analysis
Heuristic Analysis
Personas
Affinity Mapping

Tools

Axure
Balsamiq
InVision
Photoshop
Illustrator
HTML5/CSS
Javascript
UserTesting.com
Sketch