

ABOUT

Experienced graphic and web designer with a strong focus on visual branding and marketing. Over the course of 12 years, I've honed my skills through roles in both in-house design teams and agencies, cultivating expertise in crafting impactful visual identities and digital solutions.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Orlando, FL | 2020-2021

- 24-week Full-Stack Web Development Coding Bootcamp

FLORIDA GULF COAST UNIVERSITY

Fort Myers, FL | 2011-2015 | BA in Art

SPECIALIZATIONS AND TECHNICAL SKILLS

- Adobe Creative Suite
- Email marketing
- Social media graphics
- Visual and strategic branding
- Web design and development (HTML/CSS/Javascript)

FOLLOW ME

EXPERIENCE

MARKETINGPROFS | DESIGNER/DEVELOPER

Remote | 2022-Present

- Developing and implementing branding strategies to strengthen brand recognition and customer loyalty while ensuring brand consistency across all marketing collateral and campaigns.
- Designing and developing responsive websites using HTML, CSS, and JavaScript to ensure optimal user experience across various devices and browsers.
- Collaborating with marketing teams to conceptualize and design marketing materials, including digital and print ads, email campaigns, social media graphics, and landing pages.

PARR MOTO | GRAPHIC DESIGNER

Fort Myers, FL | 2014-2021

- Produced seasonal retail marketing kits for the United States Harley-Davidson dealership network including in-store signage, email templates, social media assets, and more
- Collaborating with marketing teams to manage multiple projects simultaneously, meeting tight deadlines, and delivering high-quality work.

FGCU ATHLETICS | GRAPHIC DESIGNER

Fort Myers, FL | 2012-2015

- Collaborate with the marketing department to produce promotional materials for games and events
- Developing and maintaining sponsorship proposal documents