

## EDUCATION

**Savannah College of Art and Design** | Summer 2024 : MFA in Graphic Design and Visual Experience

**North Carolina State University** | 2012: Bachelor of Arts in Spanish Language and Literature

**North Carolina State University** | 2012: Bachelor of Science in Business Administration

## UNIQUE PROFESSIONAL ACCOMPLISHMENTS

**Board of Directors Member of elimin8 Charity** | 2019 to present

Founding Member and Co-Director of a 501(c)(3) organization in Charlotte that "strives to provide education and funding for greater health and wellbeing for all" by hosting annual networking events, and highlighting synergistic non-profits via media channels

» **Portfolio/Design Highlight:** Designed non-profit's logo in 2020, and designed its website in 2022, all of which can be reviewed at [www.elimin8nc.org](http://www.elimin8nc.org)

**Advisory Board Member of Dancing with the Stars of Charlotte** | 2022 to present

Served as marketing resource and sole graphic designer for a 501(c)(3) that creates awareness of and also donates to breast cancer charities in the community

» **Portfolio/Design Highlight:** Designed non-profit's logo in 2020, and designed its website in 2022, all of which can be reviewed at [www.dancingwiththestarsofcharlotte.org](http://www.dancingwiththestarsofcharlotte.org)

**Advisory Board Member of Mitchell's Fund** | 2019

Served as media/marketing resource for one term with a children's cancer initiative/501(c)(3) in Charlotte

**TikTok Viral Video:** Created a promotional video for a client on TikTok that achieved 2.6 million views, 227,000+ likes in 48 hours. To date, video has over 4 million views across Facebook, Instagram, and TikTok

## PROFESSIONAL POSITIONS HELD

**O'Brien Lifestyle Media, LLC** | 2016 to present

Served as fractional creative director and graphic designer to a variety of well-known North Carolina brands ranging in subject matter from commercial wineries and restaurants to plastic surgery practices; heavy use of full Adobe Creative Suite and all digital and traditional media channels

**Charlotte Wine & Food Weekend** | 2017-2018

Served as Marketing Director; responsible for all communications/graphic design needs of the 501(c)(3). Assisted in planning, activation, and promotion of luxury food/wine experiences hosted by the charity. Curated a selection of digital and print collateral to boost ticket sales and preview auction item donations.

At the end of the charitable cycle, non-profit donated \$250k to five local children's charities (\$50k each)

**LendingTree** | 2014-2016

Served as Marketing Manager of two paid channels, Affiliate and Performance Marketing. Worked with the design and legal departments to produce brand-approved ads/copy in the highly regulated mortgage industry; grew CPM email portion of Performance channel from \$2k monthly revenue to \$10k within six months

**Red Moon Marketing** | 2012-2014

Served as Account Executive and sole Spanish translator for event marketing company; responsible for planning/activation of B2C events for Harris Teeter, Brown Forman, and others across the US and Mexico

