

EDUCATION

Savannah College of Art and Design | Summer 2024 : Master of Arts 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 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

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

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

