

## PROFILE

Creative thinker and problem solver, accustomed to working on multiple campaigns and initiatives simultaneously and seeing them through from initial ideation to final execution under pressure and tight deadlines. A self-sufficient, quick learner with a strong work ethic and demonstrated experience adapting to new roles and technology.

## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Active Campaign Email Marketing
- Razor's Edge Online Express Email Marketing
- Experience with HTML and WordPress
- Wrike Project Management Software

## EXPERIENCE

### RELEVANT RADIO *Green Bay, WI (January 2012–Present)*

#### **CREATIVE DIRECTOR** *Green Bay, WI (June 2020–Present)*

- Direct the creative conceptualization and execution for nationwide, multi-media marketing campaigns and A/B testing.
- Write creative briefs for cross-department collaboration and present to internal stakeholders for approval.
- Schedule, coordinate and direct on site brand photoshoots to secure beautiful, custom imagery for network campaigns.

#### **SENIOR GRAPHIC ARTIST** *Green Bay, WI (January 2018–June 2020)*

- Provided creative direction, mentorship, quality checks and feedback for the creative team.
- Assigned, scheduled, and tracked incoming marketing requests and projects.
- Built, tested and deployed email marketing campaigns via Blackbaud Online Express and Active Campaign.
- Onboarded new hires to Wrike project management platform with step-by-step overview and support.

#### **MARKETING & DEVELOPMENT ASSOCIATE** *Chicago, IL (November 2016–January 2018)*

- Collaborated with both marketing and development on initiatives to evolve the brand and positioning of the network.
- Researched and launched Wrike project management platform to better facilitate team collaboration and asset visibility.
- Provided ongoing training and technical support for both internal and external marketing collaborators.

#### **GRAPHIC ARTIST (REMOTE)** *Charlottesville, VA (October 2015–November 2016)*

- Demonstrated accountability, collaborative problem-solving, and time and task management in a remote environment.
- Compiled layouts and executed design work for capital campaign fundraising and network appeals.

#### **COMMUNICATIONS SPECIALIST** *Green Bay, WI (January 2012–October 2015)*

- Designed promotional materials to support and promote the nationwide radio network.
- Communicated frequently with outside vendors to obtain quotes and ensure that all items are completed by deadline.
- Assisted with photography, copywriting, proofreading, editing and archiving online and printed materials.
- Set-up event registration pages and assisted with website and social media initiatives.
- Answered calls from listeners and donors during quarterly pledge drives.

### PORTRAIT INNOVATIONS *Appleton, WI (February 2011–January 2012)*

#### **MANAGER ON DUTY** *Appleton, WI (November 2011–January 2012)*

- Assisted manager by organizing employees' daily work schedule, mentoring new hires, managing studio equipment, and helped maintain a steady workflow.

#### **STUDIO SALES ASSOCIATE** *Appleton, WI (February 2011–January 2012)*

- Photographed in-studio subjects in a creative, original, and efficient manner.
- Sold portrait packages, handled cash management and portrait manufacturing.
- Answered phones, scheduled appointments, performed studio maintenance, and provided excellent customer service.

### GREEN BAY PRESS GAZETTE *Green Bay, WI (July 2010–October 2010)*

#### **DISPLAY AD DESIGNER** *Green Bay, WI (July 2010–October 2010)*

- Updated and designed new ads for various clients to be printed in daily news publications.
- Communicated regularly via email with sales representatives and members of ad services.
- Quality checked ads designed by other artists prior to publication to ensure client satisfaction.

ST. NORBERT TIMES *De Pere, WI (Academic Years 2008–2009)*

- **LAYOUT & DESIGN EDITOR** *De Pere, WI (Academic Years 2008–2009)*
- Used Adobe Photoshop and Illustrator to design visually appealing graphics and advertisements for print.
- Worked quickly and creatively, designing the layout for entire publications under the pressure of deadlines.
- Managed and mentored fellow students on the design committee.

ROSHOLT RECORD *Rosholt, WI (Summer 2009)*

- **GRAPHIC DESIGNER** *Rosholt, WI (Summer 2009)*
- Assisted with page layout, photo editing, and designed advertisements for local businesses.

WAUSAU DAILY HERALD *Wausau, WI (Summer 2009)*

- **GRAPHIC DESIGN INTERN** *Wausau, WI (Summer 2009)*
- Created widgets and promotional advertisements for company website.
- Designed graphics and photo-illustrations for printed publications while assisting with page layout.

OTHER EXPERIENCE

- **PILLARS, FREELANCE DESIGNER** *Appleton, WI (2020–Present)*
- **HOME INSTEAD, SENIOR CAREGIVER** *Charlottesville, VA (Jan. 2016–Sept. 2016) & Green Bay, WI (2020–Present)*
- **AURORA AT HOME HOSPICE, HOSPICE VOLUNTEER** *Green Bay, WI (2018–2020)*
- **ST. JOHN'S HOMELESS SHELTER, DESIGN VOLUNTEER** *Green Bay, WI (2019-2020)*
- **myTEAM TRIUMPH, DESIGN VOLUNTEER** *Green Bay, WI (2013-2015)*
- **NOTRE DAME DE LA BAIE ACADEMY, ASSISTANT COACH** *Green Bay, WI (2015)*
- **PERKINS, RESTAURANT SERVER** *Green Bay, WI (Summer 2010)*

**EDUCATION**

ST. NORBERT COLLEGE *De Pere, WI (December 2010)*

FLORENCE UNIVERSITY OF THE ARTS *Florence, Italy (Spring Semester 2010)*

**BACHELOR OF ARTS IN GRAPHIC DESIGN**

Summa Cum Laude, 4.0 GPA

**PUBLISHED WORK, HONORS & AWARDS**

- Second Place Professional Photo Division – 50th Annual Waupaca Art Show, 2013
- First Place Professional Photo Division – 49th Annual Waupaca Art Show, 2012
- Award of Excellence – Walls of Wittenberg Juried Art Show, 2011
- First Place Professional Photo Division – 48th Annual Waupaca Art Show, 2011