

PROFILE

Creative, dynamic, and highly organized marketing professional with a passion for communications and improving efficiency. Works well individually or in a team setting.

EDUCATION

2015 – 2019

B.F.A. IN GRAPHIC DESIGN

NORTHERN MICHIGAN UNIVERSITY

- Magna Cum Laude (3.89 GPA)
- Received Outstanding Graduating Student Award

SKILLS

Project Management UI Design
Vendor Relations Social Media
Team Coordination Logo Design
Customer Service Photography
Branding Identity Videography

TECHNICAL

ADOBE CREATIVE CLOUD

Illustrator, InDesign, Photoshop, Lightroom, After Effects, Acrobat, Premiere Pro, Dreamweaver

ADDITIONAL

Lytho, Monday.com, Microsoft Office, Jira, MailChimp, HTML & CSS, Brackets, Final Cut Pro, InVision, Nikon Cameras

References Available Upon Request

PROFESSIONAL EXPERIENCE

MAY 2022 – CURRENT

MARKETING COORDINATOR | GENTIVA | REMOTE

- Oversee management of vendor relationships and drive continuous improvements to enhance the customer experience.
- Manage 5 merchandise vendor relationships on a daily basis.
- Provide all inputs required to launch new merchandise storefronts.
- Deliver ongoing company-wide training to field associates.
- Manage company-wide gift for multi-wave brand launches with total cost of more than \$350,000.
- Coordinate distribution of company-wide gifts to over 1,200 locations.
- Monitor corporate marketing inboxes, providing customer service and field support.
- Procure and coordinate the purchase of merchandise items for online storefronts.
- Coordinate logistics of company marketing campaigns and national recognition months/weeks/days.
- Approve marketing collateral purchases.
- Perform company website updates.
- Approve, code, and track vendor invoices for accounts payable.
- Manage all translation projects.
- Approve internal/external signage for rebranding branch locations.

2020 – 2022

MARKETING ASSISTANT | GENTIVA | REMOTE

- Carried out the organization's marketing activities including external/internal projects and campaigns, field support for materials and communications, and event and administrative tasks with adherence to the marketing budget.
- Designed logos, campaign collateral, flyers, and print advertisements.
- Managed contracts, website updates, and web inquiries.

2019 – 2020

GRAPHIC DESIGNER | HALO BRANDED SOLUTIONS | STERLING, IL

- Completely redesigned Channing Bete Company's print promotion mailers.
- Designed product labeling for various markets.
- Created new web layouts for the Channing Bete Company website.
- Performed HTML updates for product e-samples.

PROFESSIONAL EXPERIENCE, CONTINUED

2018 – 2019

WEBMASTER | STUDENTS' ART GALLERY | MARQUETTE, MI

- Oversaw and maintained the Students' Art Gallery website.
- Archived all gallery exhibit images/files in an organized system.

2017 – 2019

MARKETING ASSISTANT | NMU DINING SERVICES | MARQUETTE, MI

- Advertised and created cohesive marketing materials for specific marketing event campaigns and dining locations on NMU's campus including but not limited to: menus, location signage, posters, and social media posts.
- Conducted event planning, managed social media accounts, promoted and documented events, and took product and food photos.

VOLUNTEER EXPERIENCE

2020 – 2021

PHOTOGRAPHER | GODBEY CREEK CANINE RESCUE

- Photographed over 45 adoptable dogs, helping the dogs gain exposure, and soon be adopted to their forever home.
- Assisted with marketing materials, fundraising, campaigns, and email.

2020 – 2021

VOLUNTEER | LAKE NORMAN HUMANE

- Helped with website updates, marketing materials, campaigns, and email.

2017 – 2019

OUTREACH & MARKETING COORDINATOR | NMU BEST BUDDIES

Student-run friendship club on NMU's campus creating buddy pairs between students with and without disabilities.

- Implemented marketing and promotion tactics that led to an increase in the Facebook page's average engagement rate from 0.12% to 8.6% and grew followers by 71%.
- Coordinated social media, marketing and public relations.
- Group was awarded 2018-2019 Diversity Event/Project of the Year award for our Inclusion Week project.