

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

Smartsheet, Lytho (inMotion), Monday.com, Microsoft Office, Jira, SharePoint, MailChimp, HTML & CSS, Brackets, Final Cut Pro, InVision, Nikon Cameras

References Available Upon Request

PROFESSIONAL EXPERIENCE

DEC 2022 – CURRENT

PRODUCTION OPERATIONS SPECIALIST | MRM | BIRMINGHAM, MI

- Create and maintain a master production schedule that combines weekly, monthly, and quarterly deliverables for multiple simultaneous direct mail/ email/SMS/robo call campaigns.
- Organize daily priorities and ensure the completion of data, content, and production tasks.
- Attend project meetings to document and communicate project status updates.
- Set up and maintain production change order requests to track programming changes and art proof feedback for development and live direct mail projects.
- Review and validate data file reports.
- Act as liaison between the suppliers and the MRM team, providing proof changes and approvals, and confirming mail drops.

2020 – DEC 2022

MARKETING COORDINATOR | GENTIVA | REMOTE

- Oversaw management of vendor relationships and drive continuous improvements to enhance the customer experience.
- Managed 5 merchandise vendor relationships on a daily basis.
- Provided all inputs required to launch new merchandise storefronts.
- Delivered ongoing company-wide training to field associates.
- Managed company-wide gift for multi-wave brand launches with total cost of more than \$350,000.
- Coordinated distribution of company-wide gifts to over 1,200 locations.
- Monitored corporate marketing inboxes, providing customer service and field support.
- Procured and coordinated the purchase of merchandise items for online storefronts.
- Coordinated logistics of company marketing campaigns and national recognition months/weeks/days.
- Approved marketing collateral purchases.
- Performed company website updates.
- Approved, coded, and tracked vendor invoices for accounts payable.
- Managed all translation projects.
- Approved internal/external signage for rebranding branch locations.

PROFESSIONAL EXPERIENCE, CONTINUED

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.

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 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

MARKETING SPECIALIST | LAKE NORMAN HUMANE

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