

SKILLS

- Illustrator
- Photoshop
- InDesign
- Final Cut Pro
- Canva
- Copywriting

EDUCATION

Bachelor of Arts in English Literature
Simmons College

WORK EXPERIENCE

Digital and Social Media Content Specialist

Pathfinder • March 2020 - Dec 2023

- Built hundreds of paid ads for list growth, top of funnel development, donor cultivation, and brand awareness. Ensured the ads maintained brand identity and the dignity of the clients whose photos we featured.
- In 2022, ads I created raised \$135K+ in revenue, brought in 20,000+ new donor prospects, and garnered 100 million+ impressions.
- Collaborated closely with the Chief Communications Officer and the Communications team to spearhead the successful Pathfinder rebrand initiative in 2021. Led the curation of a fresh main and secondary color palette, alongside the selection of modern fonts, revitalizing the organization's visual identity.
- Throughout extensive website redesign process spanning several months, provided consistent guidance and feedback to the web agency to ensure alignment with the newly established brand standards.
- Wrote and designed educational graphics for social media, simplifying complex work into easily understandable visuals for social media, with the aim of public education and audience engagement.
- Crafted concise technical and project briefs essential for donor deliverables. Collaborating with Pathfinder team members, streamlined project details into visually engaging documents, leveraging visual ads, data visualization, photos, and infographics for maximum impact.
- Led the implementation of the organization's Canva initiative to facilitate collaborative graphic creation among Pathfinder employees. Developed comprehensive training materials and conducted global training sessions. Managed the creation and upkeep of Canva templates and brand assets to ensure consistency and efficiency.

Digital Media Marketing & Design

Veoci • Oct 2017- March 2020

- Designed all executive presentations, flyers, brochures, booklets, and trade booth materials used for international campaigns in 9 different countries.
- Managed freelance teams tasked with creating web pages and animated promotional videos.
- Collaborated with team to redesign company website to better reflect modern brand identity and improve user accessibility for prospective clients.
- Produced, edited, and published promotional videos based on each industry's needs to garner interest from prospective clients and succinctly convey services.
- Conducted interviews with clients and practitioners and translated material into case studies and bi-weekly blog posts in order to promote versatility of product.

Podcast Creator, Host

Talk Direction • 2015 - 2019

- Founded and hosted a weekly pop culture podcast that garnered 800,000+ downloads
- Developed weekly episode content plan to meld pop culture talk with topics such as feminism, social issues, mental health, and LGBTQ+ rights to empower target audience of girls and women ages 14 - 25
- Engaged with audience on social media platforms (Twitter, Instagram, Tumblr) to foster a positive, inclusive, and active listener community
- Podcast recommended by websites including BuzzFeed and CelebMix