

Profile

Innovative Designer – Extensive experience of both web and print design, helped to establish businesses' identity in the market place and develop a solid customer base through image branding for clients in education, distribution and retail.

Effective Team Player – Known for creativity, flexibility & work ethic. Helped effectively plan, analyze and create solutions to communications problems within the newspaper industry. Worked with editors, writers, photographers to develop media.

Software Skills

Dreamweaver	HTML	Adobe Premiere
Flash	DHTML	Final Cut Pro
Photoshop	CSS	DVD Studio Pro
InDesign	PHP	iLife
Illustrator	Maya	MS Office

Career Development

Digital Marketing Coordinator: Trimark Properties (July 2012 – January 2013) www.trimarkproperties.com

- Switched website database from .aps to .php coding.
- Created & placed ads to lease high-end luxury apartments.
- Optimized website for search engines using latest and best known SEO strategies.

eMarketing & Social Media Specialist: The Collier Companies (March 2012 – July 2012) www.apartmentsingainesville.com

- Updated and managed company's website, managed development of new photos for website.
- Initiated and maintained eMarketing & Social Media campaigns and accounts.
- Coordinated graphic media for both web & print.

Marketing Manager: DeConna Ice Cream (January 2010 – March 2012) www.deconna.com

- Redesigned, launched and managed company's website.
- Initiated and maintained marketing and sales campaigns.
- Worked with advertising and sales managers, as well as product development team, to evaluate trends, promote products/ services that would attract potential customers.

Marketing Coordinator: ELISA Technologies, Inc. (August 2009 – December 2010) www.elisa-tek.com

- Developed e-commerce site so that company could sell consumer products online for the first time.
- Designed packaging for consumer product transitioning from web/phone orders to store shelves.
- Scheduled trade shows, managed worldwide distributors, maintained ad budget, tracked expenses.

Editorial Assistant and Designer: The Gainesville Sun (August 2007- August 2008) www.gainesville.com

- Wrote witty, traffic-driving heads, captions and teasers. Edited copy for distribution.
- Created eye-catching layouts and page designs using desktop publishing software.
- Published weekly news stories and art to publication's website.
- Performed a variety of general clerical tasks, including managing standard forms, maintaining general office procedures.

Freelance Photographer: The Gainesville Sun (October 2007- August 2008).

- Drew from a wide, working knowledge of politics, social issues and the arts, as well as different approaches to the craft of photography, to create dynamic news art.

Education

University of Florida Gainesville, FL (2002 – 2007)	Bachelor of Fine Arts in Creative Photography and Digital Media	Minor in English Minor in Art History
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