



## SKILLS

Product Design  
Visual Design  
Service Design  
Prototyping  
Wireframing  
Ux + Ui Design  
Information Architecture  
User Research & Testing  
Creative Concepting  
Presenting + Pitching  
Deck Design  
Event Design  
Event Coordination

## TOOLS

Sketch  
Adobe Suite  
Final Cut Pro  
Chatfuel  
InVision + Marvel  
Keynote  
Cinema 4D  
Unity

## ASK ME ABOUT

That one time I jumped over fire  
Flash Mobs  
HALLOWEEN  
Starting a summer camp  
Dolly Parton

## EDUCATION

**VCU Brandcenter** | Richmond, VA  
Masters of Science in Business/Branding,  
Experience Design Concentration  
*Class of 2019*

**Longwood University** | Farmville, VA  
Bachelor of Arts in Communication Studies,  
Organizational Communication and Public Relations  
*Graphic Design Minor*  
*Cormier Honors College*  
*Class of 2015*

## EXPERIENCE

**Longwood University** | Farmville, VA  
*Brand Experience Strategist*  
Redesigning the entire campus visit experience for prospective students and their families, to drive enrollment and create a personalized and authentic first impression.  
*July 2019 - June 2020*

*Assistant Director of Live Digital Events*  
Produced and hosted "Day After Graduation" Podcast, creating two 10-episode seasons, with over 20 in-person interviews. Planned and coordinated regional and on-campus events for alumni of varying ages and backgrounds.  
*June 2015 - June 2019*

**Translation LLC** | New York, NY  
*Experiential Strategy Intern*  
Concepted and prototyped campaign executions for Weight Watchers, HBO, and NBA, and assisted in a new business pitch.  
*June - August 2018*

**Red Frog Events** | Chicago, IL  
*Event Coordinator Intern*  
Led Race-Day events and services for activities such as Warrior Dash, Bacon Chase, and Firefly Music Festival. Built relationships with local and international vendors for over ten crazy events.  
*May - August 2014*