



**CONTACT**

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## ★ EDUCATION

### Virginia Commonwealth University

- B.S. in Creative Advertising
- May 2024
- Dean's List: 2021-2024
- Ad Club at VCU

## 🐭 EXPERIENCE

### Strategist: Robertson Rally at VCU (2022)

- Hates beer, wrote all about it
- Redefined the great outdoors for city dwellers, with a beer brand covered in camouflage
- Developed a creative brief for the Martin Agency and their client, Busch

## 🌀 AWARDS

- **Robertson Rally:** Third place award for creative brief presented to Busch Light
- **VCU Ad Club Rammys:** Silver Award for InDesign Lyric Project in Technical Prowess

### Marketing and Communications Intern: Virginia Museum of Fine Arts (2023)

- In my girl-boss era
- Developed marketing strategies for the VMFA's exhibitions
- Designed and printed collateral
- Worked frequently on outreach events

## ★ SKILLS

- Falling into research rabbit holes
- Always staying up-to-date on social media trends, both the good and the bad
- Branding... will cringe at Comic Sans
- Coming up with ideas at the most random times.

### Strategist/Designer: VCU Createathon (2022-2023)

- Pulled an all-nighter at the VCU Createathon for a local nonprofit
- Designed a creative brief, social media content, logos, and merchandise for Us Giving Richmond Connections, an organization behind Black Pride RVA and other BIPOC LGBTQIA+ events

## 🌀 TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Final Cut Pro
- Canva
- Slack

### Photographer: Two Rabbits Vintage

- Became the third rabbit at Two Rabbits Vintage
- Staged and photographed furniture and small items for social media and the website

### Logo Designer: The Aesthetic Era Beauty & Wellness

- Delved into the wonderful world of logo design
- Created a logo and brand identity for The Aesthetic Era reflecting the clients vision