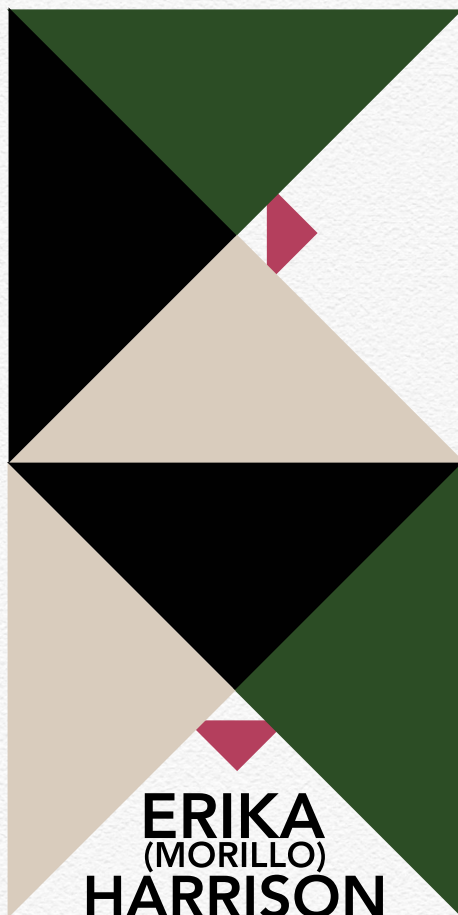




PEOPLE CENTERED
CREATIVE PROFESSIONAL

EDUCATION

MOORE COLLEGE OF ART & DESIGN

BFA in Graphic Design + Business Minor
Pennsylvania

MERCER COUNTY COLLEGE

AAS Graphic Design + Advertising
AAS Illustration
New Jersey

MOUNT HOLYOKE COLLEGE

General Studies, 80 credits completed
Massachusetts

TECH SKILLS

ADVANCED ADOBE ACROBAT

ADVANCED ILLUSTRATOR

ADVANCED INDESIGN

ADVANCED PHOTOSHOP

ADVANCED POWERPOINT

AIRTABLE

CEROS STUDIO / UI/UX

DREAMWEAVER + HTML

MICROSOFT OFFICE SUITE

RESEARCH + ANALYSIS

EXPERIENCE

BDO / CREATIVE SERVICES

MANAGER

AUG. 2021 - PRESENT

SENIOR SPECIALIST

AUG. 2019 - AUG. 2021

SPECIALIST

AUG. 2016 - AUG. 2019

- ▶ **Spearheaded** the execution of 100+ innovative design concepts across diverse media including: insights and reports (and related web assets for both desktop and infographics) collateral, event signage, leave behinds, micro-content and micro-websites that leveraged the interactive platform, Ceros.
- ▶ **Collaborated** as a strategic design partner for marketing and sales enablement teams of 30+ individuals, guiding the integration of creative assets into 50+ marketing and pursuit initiatives.
- ▶ **Engineered** user-centered designs by developing wireframes and conducting strategic planning; designs increased call-to-action visibility, resulting in 25% higher conversion rates within the user base.
- ▶ **Crafted and delivered** 100+ event signs, postcards, and leave-behinds, achieving 100% print-ready file acceptance and oversaw hundreds of marketing materials for brand consistency, and evolving brand guidelines based on market research to increase brand relevance.
- ▶ **Advanced** technical expertise with 100+ hours of workshops, including Adobe MAX and Ceros Educate, ADA compliance and strengthened industry connections through active engagement in professional networks such as AIGA and Ellevote Network, where roles included moderation.
- ▶ **Researched and Curated** a quarterly design trends newsletter with a 200+ subscriber base across creative and marketing departments, providing competitor analysis, trend insights, and fostering cross-departmental brainstorming and dialogue.
- ▶ **Advocated** as a brand champion, overseeing 100+ marketing materials for brand consistency and conducting 10 onboarding sessions for new team members.
- ▶ **Coordinated and hosted** bi-monthly themed virtual team lunches, driving a 50% increase in team engagement and a measurable boost in morale.
- ▶ **Managed** two junior designers, providing mentorship and guidance on design principles and project execution; increased team output by 20% while maintaining quality standards.

CONTACT

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Clifton Strengths (Top 5): Connectedness | Positivity | Strategic | Individualization | Arranger