

## EXPERIENCE

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August 2013 - Current

### **Be This Creative**

*Founder & Chief Creative Officer*

Digital design director specializing in branding, content marketing, & creative strategy.

*Notable Projects:*



#### **Discover the Forest**

Social Media Creative Content Strategy  
Client: U.S. Forest Service



#### **Save the Food**

Social Media Creative Content  
Client: National Resources Defense Council



#### **Finish Your Diploma**

Social Media Creative Strategy & Content  
Client: Dollar General Literacy Foundation

August 2013 - Current

### **Sociality Squared**

*Creative Advisor*

Branding & social media strategy, design, & account management for S2 clients.

*Notable Projects:*

**MUUNA**

#### **Original GIF Recipe Creation**

@muunacottage



#### **Road to 1 Million Facebook Fans**

Account Executive, Ads Strategy  
@dolphinbrowser

*Notable Clients:*

FitStar (acquired by Fitbit)  
Microsoft  
GoHealth Urgent Care  
Popcorn Indiana

March 2012 - August 2013

### **Dolphin Browser**

*Marketing & Admin Coordinator*

Managed marketing campaigns, organized community outreach, designed promotional materials, coordinated Dolphin events, and took care of the accounting and budgeting needs for Dolphin US Office.

December 2010 - March 2012

### **Hood Design: Landscape & Urban Design Studio**

*Designer, Office Manager & Executive Assistant*

Design: Fast-paced iteration and design of marketing-grade graphics using Illustrator, Photoshop and InDesign as well as 3D modeling in Rhino

Office Management: Scheduling, travel arrangements, project management, invoicing, and proposal preparation.

Executive Assistant: organize 25-30 executive speaking engagements over the course of each year, prepare and distribute promotional material, and manage finances for all travel arrangements, lodging, and honorariums.

May 2010 - Dec 2010

### **Rick Williams Private Fiduciary**

*Office Manager*

Managed office phone, fax and email communications; finance management; invoice creation; special projects.

Jan 2010 - May 2010

### **RMW Architecture & Interiors**

*Design Intern*

Prepared artistic renderings and marketing graphics in Illustrator and Photoshop for design team to pitch to current and potential clients. Worked on the conceptual design stages of a pop music center competition in Kaohsiung, Taiwan, developing visual studies and graphics with respect to site conditions and required program

## EDUCATION

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2007 - 2010

### **University of California, Berkeley**

*Bachelor of Arts, Architecture  
3.9 GPA, Graduation with Honors*

Extracurricular Activities:

#### **Habitat for Humanity**

Poverty Alleviation

Designed and built bedroom furniture for families at the Harrison House; taking into account durability, affordability, and the use of sustainable resources

2003 - 2007

### **Helix High School**

*4.8 GPA, Valedictorian*

Extracurricular Activities:

#### **Helix Instrumental Music Association**

Honor Band: Principal Oboe

Symphony Orchestra: Principal Oboe

Marching Band: Flute, Woodwind Leader

Band Council: Secretary

#### **Yearbook**

*2005 - 2007*

Editor in Chief 2006-2007

Copy Editor 2005-2006

#### **Varsity Softball**

*2005 - 2007*

Captain, 2007 season

#### **Junior Varsity Soccer**

*2003 - 2005*

Captain, 2003 & 2004 season

## SPEAKING ENGAGEMENTS

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### **From 0 to 30k Facebook Fans**

*2013 San Francisco Small Business Week*

### **Panel: From Immersive Video To Animated Selfies, How We Will Express Ourselves In 2016**

*New York Social Media Week, 2016*