

Professional Experience

Creative Consultant. Cooper Joel Penn Creatives, Atlanta, NYC, Virgin Islands, Savannah (2012-present)

- Learn and understand client goals as they pertain to their mission and vision to best strategize design for brand development or management.
- Conduct secondary and primary research, affinitize data, create process for brand strategy.
- Implement design strategy across all platforms internally and externally; executive team, design teams, marketing, social media, print, website, third party advertising, etc.
- Manage content and platforms for best user engagement; scheduled posts, up to date website, moderated social media.

Communications Director. Senator Janelle K Sarauw, St. Thomas, VI (Aug 2016-Nov 2017)

- Managed all information entering and leaving office; news, events, policy, press releases, flyers, public service announcements, monthly reports, social media posts. Disseminated and relayed all pertinent information to the Senator and rest of team.
- Lead team of designers, photographers, videographers on content creation and release.
- Only Virgin Islands Senator to utilize a responsive social media platform increasing engagement 2-3 times that of any other legislator.
- Maintained positive lines of communication within the office, legislature, government, and community to better serve the people of the Virgin Islands.

Art Director. Luvu Brands, Atlanta, GA (Jan 2014-Nov 2015)

- Worked in a highly collaborative environment with the Creative Director to concept proper brand content; still photography, videography, design. Met with the CEO, CFO, marketing and product design team to ensure that projects met budgeting, advertising, and marketing goals.
- Lead search and hire of models, hair and makeup artists, production assistants, and stylists for print and video productions. Focused on diversifying talent by choosing models of various races, sexual preferences, and body types.
- Tasked graphic designer in utilizing created content for digital and print media advertising and promotional campaigns.
- Successfully aided in the public recognition and growth of three international company brands—Liberator, Avana Comfort, and Jaxx Bean Bags.

Visual Designer and Editor. Charlie “Dayburn” Wan Studios, Brooklyn, NY (2011–2013)

- Worked for visual artist Charlie Wan on various projects from personal, editorial, and commercial work, spanning design, photography, videography, motion graphics, and music.
- Lit studio and video productions, edited still and video work, maintained equipment (hardware, software), and archived digital work.

Editor, Lighting Technician, Director of Photography, Digital Technician. NYC, NY (2008–2013)

- Strategize with Photographer/Director on project goals. Pull proper equipment, organize the team, scout locations, and build sets.
- Lead the team during the shoot, keeping lights metered, camera functioning, files transferring, and photographer hydrated (they forget to drink).
- Manage multiple personalities while on set to keep energy positive and high.
- Organized and managed team during setup and breakdown of studio and location shoots, ensuring all equipment is accounted for, in working condition, and the location was left as found.

Awards | Accolades

Emerging 100 of Atlanta. Inductee (2016)

Culture Goals. New Vernacular - Bajo El Sol Gallery St. John, Virgin Islands (2016)

My Islands Do Not Make a Nation: Contemporary Art of the U.S. Virgin Islands” at Casa De Las Americas, Cuba (2017)

Idols of the Tribe. Atlanta Photography Group - Airport Show, Hartsfield Jackson International Airport, Atlanta GA (2015)

Dark Side [feat Tyra Banks] Director of Photography and Editor - Miami Fashion Film Festival Official Selection (2014)

Bloom Editor - La Jolla Fashion Film Festival “Best Makeup” (2013)

Skills

Creative Consulting - Brand Strategy - Qualitative Research - Team Leader - Educator - Mentorship - Adobe Creative Suite (Photoshop, Premiere, AE, Indesign) - Photography - Retouching - Video Editing - Motion Graphics - Magazine Design - Social Media - Computer Hardware - Sailing - Motorcycle Racing

Education

Master of Arts in Design Management (MA) Savannah College of Art and Design, Savannah, GA (2019)

Bachelor of Fine Arts in Photography (BFA) Savannah College of Art and Design, Savannah, GA (2008)