

PROFESSIONAL EXPERIENCE

LEAD GRAPHIC DESIGNER

Mimi's Cafe (Dallas, TX) | **DECEMBER 2016 - PRESENT**

- Conceptualize and design all print collateral for Mimi's Cafe. Specifically: in-store menus, to-go menus, direct mail pieces, check presenters, post cards, coupons and any other ad hoc materials.
- Conceptualize and design all signage and point-of-purchase materials.
- Design emailers and landing pages for the Mimi's Cafe website
- Maintain Mimi's Cafe brand standards and create additional logos and brand styles as needed.

ART DIRECTOR

Holmes Millet Advertising (Dallas, TX) | **NOVEMBER 2014 - PRESENT**

- Conceptualize and design print collateral and branding materials for various clients.
- Design and develop the front-end of client websites, as well as create other online materials, such as HTML emails and web banners.

ART DIRECTOR

Wheeler Advertising (Arlington, TX) | **AUGUST 2014 - NOVEMBER 2014**

- Designed and developed HTML emails, web banners and website landing pages for Lazydays RV.

TEMPORARY GRAPHIC DESIGNER

ReTrak by Emerge Technologies (Coppell, TX) | **MAY 2014 - JULY 2014**

- Designed sell sheets, planograms and other marketing materials for ReTrak products.
- Designed and assembled product packaging as well as mock-ups.

GRAPHIC DESIGNER & FULFILLMENT ASSOCIATE

Speakeasy, LLC. (Dallas, TX) | **JUNE 2013 - APRIL 2014**

- Utilized content marketing and social media to build online presences that establish companies as the solution local customers are seeking.
- Wrote copy and built graphics for our clients' social media websites.
- Built new blogs for clients to increase their search engine ranking.

HOMETOWN NEWS COORDINATOR

UW-Madison Communications (Madison, WI) | **JANUARY 2012 - MAY 2013**

- Wrote articles about notable student groups and student achievements on campus for university publications.

HEAD GRAPHIC DESIGNER & EDITOR

"The Dish" Magazine (Madison, WI) | **AUGUST 2011 - MAY 2013**

- Managed a staff of seven student writers and designers for "The Dish."
- Designed the layout for the Spring 2013 print edition of "The Dish".

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

School of Journalism
SEPTEMBER 2009 - MAY 2013

Majors:

- Journalism - Strategic Communications
- Communication Arts - Radio, TV, Film

GPA: 3.4/4.0

INVOLVEMENT

SMC DALLAS | Member

- **SMC Dallas** is an organization for social media professionals.

AAF DALLAS | Member

- **AAF Dallas** is the nation's oldest national advertising association.

DELTA SIGMA PI | Member

- **Delta Sigma Pi** is a national co-ed business fraternity.
- Assisted with the re-launch of the Psi chapter at the Wisconsin School of Business in 2010.

SKILLS

ADOBE SUITE

- Photoshop, Illustrator, Indesign, InCopy, Flash, Dreamweaver

SOFTWARE

- iWork, Microsoft Office, Final Cut Pro, iLife, Audacity

APPLICATIONS

- Hootsuite, Mailchimp, Google AdWords, Right Intel

PROGRAMMING

- HTML, CSS, Wordpress, Squarespace, Wix, Joomla