

Work Experience

Ovia Health

Boston, MA
October 2016 – Present

Graphic Designer

- Aid in strategic marketing programs across multiple business units
- Support sales teams in creation and design of marketing collateral
- Design in-app sponsored content for external partners
- Create user facing emails and in-app ads to support user acquisition and engagement
- Manage website redesign and oversee RFP process with third party agencies

LaVie Creative

May 2013 – October 2016

Owner, Creative Strategist & Photographer

- Web design and content management
- Brand identity development
- Creation of digital and social media visuals
- Conception and execution of marketing collateral
- Product and event photography

Leland Creative

Salem, MA
August 2015 – October 2016

Freelance Designer

- Design websites, logos, and print materials for various clients

Corporate Chefs, Inc.

Haverhill, MA
October 2012 – August 2016

Graphic Design Manager/ Freelance Designer & Photographer

- Rebranded company with minimalist design to streamline marketing with focus on the product
- Concepted and wireframed website redesign
- Designed, gathered requirements for, and wrote/edited copy for all digital and print marketing collateral for programs across the entire organization
- Designed and wrote copy for sales materials including presentations, RFI's, and bid packages
- Directed and oversaw content management for corporate website and 58 client portals

Briogeo Hair Care

New York, NY
February 2015 – April 2015

Freelance Marketing & Photography

- Content creation and management of all social media platforms, blog, and digital advertising campaigns
- Creation and execution of editorial calendar
- Blog and newsletter content creation and management
- Blogger, vlogger, and influencer outreach

Feinstein Kean Healthcare, Ogilvy PR Worldwide

Cambridge, MA
June 2010 – December 2010

Graphic Design Assistant

- Supported the design team to execute design projects including print and digital advertisements

Education

Northeastern University

Boston, MA

College of Arts, Media, and Design – 2012

BFA Graphic Design

Double Minor in Art History
and Digital Arts (Photography)

Honors: cum laude

Activities:

Tastemakers Music Magazine

Alpha Epsilon Phi Sorority

VP Social Standards

Public Relations Chair

Skills

Creative Cloud

Twitter

Typography

Facebook

Digital Photo Editing

Pinterest

Studio Photography

Tumblr

HTML/CSS

Digital Illustration

Wordpress

Copywriting/Editing

Instagram