

## profile

Strategic communications designer specializing in connecting things: messages, visuals, people, and stories. I do this through my experience and knowledge of design and public relations.

**I obsess over visual systems and to-do lists.**

## education

### design

Pratt Institute New York, New York  
M.S. in Communications Design 2016  
with distinction

### communication

Iona College New Rochelle, New York  
B.A. in Mass Communication 2013 Cum  
Laude focus in Public Relations

## skills

### software/tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, and After Effects)  
Microsoft Office Suite (Word, Excel, Powerpoint and Outlook), and Teams/Sharepoint  
Copy Writing/Editing  
Social Media Campaigns  
Wordpress, HootSuite, Google Analytics, LiquidPlanner, ConstantContact, MailChimp, Pardot, Banatag, Taxi, Canva, and Social Toaster

### soft skills

Public Speaking (panels, presentations, general crowd management)  
Organization/List Making (and crushing)  
Leadership (not afraid to take initiative)  
Time Management (in conjunction with list making)  
Ice Breaking and networking

## leadership

### roles

Member with Social and Culture Committee, Kantar  
Director and Social Media Committee Chair, Iona College Alumni Association Board of Directors  
Intern Coordinator Hickey & Associates  
Graduate Communications Council Pratt Institute 2014  
Editor in Chief Iona College Annual, 2011-2013  
VP for Communications SGA, 2010  
Editor in Chief The Olympian, 2008-2009

### awards & accolades

Pratt Institute Circle Award for Outstanding Academic Achievement 2016  
Julia Friedman Commencement Award 2013  
Academic Dean's List, Iona College 2009-2013  
Golden Key Honor Society 2010-2013  
Mass Communication Honor Society 2010  
Who's Who Among Students in American Universities and Colleges 2012

## experience

### Kantar

AUG 2018 - PRESENT

#### Graphic Designer

- Maintain visual identity across digital, print, environmental, and interactive media
- Collaborate with senior marketers and executive team leaders on content development, strategy, and execution
- Conceptualize and execute interactive experiences/spaces for in-person and virtual marketing events
- Support the planning, production, and management of an internal weekly newsletter with a readership of 2,000+
- Design emails (internal and external newsletters, general touchpoints, and invitations) using Pardot, Bananatag, Taxi, and Adobe Dreamweaver
- Elevate pitch and presentation materials to be more impactful through design and intellectual rigor (including data visualizations and story-telling development)

### Hickey & Associates LLC

AUG 2016 - JUL 2018

#### Graphic Designer

- Maintained visual identity across digital, print, and interactive media
- Ran the intern program. Responsible for hiring and coordinating schedules and the activities of four interns
- Assisted in content creation for social media and website
- Maintained website using WordPress (editing and security)
- Managed guest authorship for various trade publications
- Lead the planning and development of a weekly webinar series hosted via Webex and stored on YouTube
- Supported the Proposal process through writing, designing, and managing deadlines and assets.

### Freelance Graphic Designer (select clients)

MAY 2016 - PRESENT

#### OneTree Technologies

- Create sales and marketing materials
- Support with content development

#### TedResident: Che Grayson

- Art Direction for TedTalk Presentation using KeyNote
- Custom graphics and presentation design

#### TedResident: Piper Anderson

- Pitch Presentation Deck using KeyNote
- Logo design

#### The StyleMarc

- Designed and built website using WordPress

## let's connect