

Overview

- Digital artist with 8+ years of experience in corporate, academic and non-profit roles
- Advanced technical skills in graphic design and video production
- Growing experience in brand development and creative project management

Experience

Marketing Analyst • Eclipse Senior Living

2017–Present • Lake Oswego, Oregon

- Developing marketing solutions for multiple senior living brands across the US
- Managing the creative direction for our national direct mail and newspaper advertising, budgeted at \$1.4 million in 2018
- Maintaining vendor relationships on a daily basis and collaborating with their teams to ensure the success of our national and localized initiatives
- Playing an integral role in internal communications, including company-wide executive announcements and weekly email publications
- Coordinated the creation and rollout of new, location-specific sales collateral for 100+ senior living communities nationwide

Graphic Designer • Holiday Retirement

2015–2017 • Lake Oswego, Oregon

- Expanded the product catalog and functional capabilities of our Brand on Demand system, with the back-end development and design of customizable marketing materials, stationery and more
- Managed the creative direction for our national direct mail and newspaper advertising, budgeted at \$5.7 million in 2017

Web Design Instructor • Chemeketa Community College

2014–2015 • Salem, Oregon

- Taught courses for students pursuing associate degrees in graphic design and interactive media, with material covering HTML, CSS and UI/UX design principles

Multimedia Designer • Broadcom

2012–2014 • Irvine, California

- Produced over 150 instructional videos for 12,000+ employees worldwide, with topics ranging from hardware & software tutorials to legal policies

Skills

- Project & vendor management
- Brand development & guidance
- Internal communications
- Corporate event support
- Customer service
- Graphic design for web and print
- Motion graphics & video production
- Adobe Photoshop, Illustrator, InDesign
- Web design & development
- HTML5, CSS, JavaScript, PHP, XML

Education

Bachelor of Fine Arts in Digital Arts

2008–2012 • Orange, California

- Chapman University, Dodge College of Film and Media Arts