

## Overview

- Digital artist with 9+ years of experience in corporate, academic and non-profit roles
- Advanced technical skills in graphic design and video production
- 5+ years of experience in brand development and creative project management

## Experience

### Marketing Specialist • Eclipse Senior Living

2017–Present • Lake Oswego, Oregon

- Promoted from the Marketing Analyst role in 2020 to manage the company's creative marketing initiatives with a more strategic, data-driven approach
- Developing marketing solutions for multiple senior living brands across the US
- Managing the company's national direct mail and newspaper advertising
- Coordinated the creation and rollout of new, location-specific sales collateral for 100+ senior living communities nationwide
- Playing an integral role in COVID-19 communications, internally announcing new health protocols to associates, and externally providing updates to our senior living residents and their families
- Collaborating with vendor teams to ensure the success of our national and localized programs

### 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