

I am neither a specialist nor a generalist—I am an integrator. My passion is bringing disparate concepts together in pursuit of innovation. I am equally at home in an office or on the stage. With a background in tech and a proclivity for design, my core philosophy is that design builds bridges, bridges create community, community forges experience, and experience is everything. Good design is intentional and responsible towards those it impacts, just like good leaders.

EDUCATION

2016 **Master of Science in Information Systems**
Kennesaw State University

EMPLOYMENT

2016-present **Brand/Marketing Manager, Lead Designer**
Emory University's Goizueta Business School

- » Main liason for all program and school level visual communications in all formats
- » Own the brand look and feel and UX
- » Manage all creative efforts, both print and digital
- » Manage relationships with all external creative vendors/freelancers
- » Coordinate all collateral creation and design needs for CRM and web

2013-2016 **Creative Manager**
Kennesaw State University

- » Report directly to Director of Operations
- » Interview, hire, and train new media specialists
- » Develop and deploy digital content via graphic design, video production, etc.
- » Ensure digital content is aligned with organizational needs and mission
- » Coordinate social media presence
- » Lead purchaser for a unit with \$2 million operating budget
- » Oversee the expansion of the unit from 1 location to 2
- » Develop annual report with visualized data of client retention, attendance, etc.
- » Develop and manage website data structure and content
- » Facilitate the winning bid to host national event with \$1.5 million in revenue
- » Manage the planning, marketing, and execution of the "President's New Faculty Welcome Experience" - 200+ faculty and families, live band, activities, catering, etc.
- » Lead marketer and producer for several world-class conferences with international attendance

2011-2013 **Digital Media Specialist**
Kennesaw State University

- » Produce visual media for faculty events; video, flyers, posters, etc.
- » Manage web design, databases, and spreadsheets
- » Various other technical responsibilities; photography, research, etc.

TOOLKIT

Photoshop | Illustrator | InDesign | Premiere Pro | After Effects | HTML5 | CSS3 | Wordpress | Slack | Trello

still reading?

OKAY, HERE'S MORE ABOUT ME.

I play the piano.

But my close friends know that I actually only know a few songs really well—past that I'm a fraud.

I love board games.

I mean, like *really* love board games. I have 156 tabletop games of all sorts. But I don't love them just for their sake. I love them because they bring people together. A game on a table is an incredible framework for exploring your relationships with your friends; dissecting their motivations and peeking into how they make decisions.

I'm left handed.

I have built every non-laptop computer I've ever owned.

I love high fantasy, like The Lord of the Rings.

I like campiness and cheesiness in my movies, non-ironically.

The word 'gamification' gives me tingles.

I enjoy theatre and improvisation.

Linguistics is always rabbit-hole for me. I could read about etymologies for hours.

Psychology and sociology fascinate me. The sheer magnitude of connectedness that these fields can show us in the world is astounding.

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