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## PROFILE

Clear and effective communicator with 10+ years of experience in marketing, graphic design and editing. Adept at honing a message for a specific audience, from brainstorm to final product. A life-long passion for journalism with a love of big ideas, an eye for detail and an eagerness to learn new skills.

## EDUCATION

### Masters Student (Current) UNIVERSITY OF MISSOURI

Currently working toward an MA in Strategic Communication in the Missouri School of Journalism

### Bachelor of Journalism

#### UNIVERSITY OF MISSOURI, 2005

A Missouri Journalism Scholar, graduated *cum laude* in magazine editing

### National High School Scholar

#### MEDILL-NORTHWESTERN JOURNALISM INSTITUTE, 1998

## SKILLS

BRAND STORYTELLING  
VISUAL BRANDING  
GRAPHIC DESIGN  
CONTENT MARKETING  
EDITORIAL DEVELOPMENT  
SOCIAL MEDIA MANAGEMENT  
DIGITAL MARKETING  
PROJECT MANAGEMENT  
WORDPRESS  
AP STYLE / CHICAGO STYLE  
ADOBE CREATIVE SUITE

## EXPERIENCE

### Creative Director, Marketing — Feb 2019–present

#### BUSINESS TALENT GROUP | Los Angeles (remote)

- Work within a distributed marketing team to brainstorm themes and create copy and visuals for multichannel campaigns with a target audience of Fortune 1000 executives in key industries and functions
- Elevate, expand and ensure consistency of visual branding across all marketing and sales materials
- Develop advertising campaigns and oversee freelance graphic designers
- Write and edit blog posts, marketing and sales emails, and website copy
- Support the sales team by designing PowerPoint decks for client meetings
- Manage social media to reach three key audiences: potential clients, talent, and prospective employees

### Graphic Designer — July 2014–Jan 2019

#### NORTHWEST REGIONAL PRIMARY CARE ASSOCIATION | Seattle (remote)

- Designed all communication, marketing and conference materials for a not-for-profit organization that serves all federally qualified health care clinics in the four-state region
- Created the visual branding for a total of 14 major regional health care conferences and designed the accompanying brochures, flyers, programs and event signage, as well as four annual reports

### Freelance Graphic Designer and Marketing Consultant — 2014–2019

- Engaged with clients on a project basis to reach specific audiences, hone messaging and visually develop brands
- Designed logos, merchandise, flyers, brochures, product labels, app icons, direct mail pieces, prospectuses, menus and ads, as well as political canvassing materials and yard signs

#### HALLIE THOMPSON FOR U.S. CONGRESS | Columbia, MO

#### LEAGUE OF WOMEN VOTERS | Seattle-King County, WA

#### GNOME HOT SAUCE | San Obispo, CA

#### EMBODIED WORK YOGA & MASSAGE | Columbia, MO

#### 2BUYAG | Columbia, MO

#### EYEPACS | San Jose, CA

#### BODYMIND MASSAGE THERAPY | Columbia, MO

#### COLUMBIA FARMERS MARKET | Columbia, MO

#### MERCES CONSULTING | Royal Oak, MI

#### DIRECT IMPAQT | Columbia, MO

#### MONTANA PRIMARY CARE ASSOCIATION | Helena, MT

#### COMO ROLLER DERBY | Columbia, MO

#### RAILWOOD GOLF CLUB | Holts Summit, MO

### Assistant Teacher WINDSOR STREET MONTESSORI SCHOOL — 2010–2014

### Information Specialist MU GRADUATE SCHOOL — 2007–2008

### Department Editor VOX MAGAZINE — 2005

### Online Assistant City Editor COLUMBIA MISSOURIAN — 2004–2005

### Reporter COLUMBIA MISSOURIAN — 2001

## VOLUNTEER WORK

#### COLUMBIA SECOND CHANCE

Foster parent and volunteer (animal rescue) — 2017–present

#### COMO ROLLER DERBY, 501(c)(3)

Graphic designer — 2017–present

Member, Sponsorship and Revenue, and Marketing Committees — 2018–2021

Chair, Marketing Committee — 2018–2019

Chair, Coaching Committee — 2013, 2016–2017