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Performance-driven and detail-oriented creative with expertise in video editing, motion graphics, and brand storytelling. I am adept in paid and organic social across platforms, with experience producing high-volume ad creative, iterating on hooks and formats, and optimizing content based on engagement, retention, and conversion metrics.

## EDUCATION

BFA Graphic Design                      Rochester Institute of Technology                      2017

## EXPERIENCE

New Women Space | Freelance Social Media Manager                      2025–current

Produce and edit short-form video content for Meta, optimizing for engagement and event-driven conversion

Capture event footage and transform into platform-native content to extend campaign reach

Analyze performance metrics to refine content strategy and improve audience growth

TheyThemed Productions | Freelance Content Assistant                      2025–current

Produced high-performing organic social content that contributed to a sold-out live show

Edited short-form video with a focus on retention, scroll-stopping hooks, and platform-native formats

Designed posters and promotional collateral to support show marketing, maintaining cohesive visual identity across digital assets

TodayTix | Growth Designer / Video Editor                      2022–2025

Produced 10–15 weekly motion-based ad variations across digital and OOH campaigns driving ticket sales for Broadway and West End productions

Optimized hooks, pacing, and messaging across campaigns, contributing to ~5% quarterly increases in conversion rate

Candid | Growth Designer / Video Editor                      2021–2022

Developed video ad campaigns to revitalize Candid's DTC clear aligner remarketing strategy.

Created motion-based social ads that increased conversion rates by 10%

Established a cohesive motion language to ensure consistency across branding and advertising efforts

## SKILLS

Adobe Illustrator | After Effects | Photoshop | Premiere Pro | Figma | Video Editing | Motion Graphics | Brand Identity | Visual Storytelling | Collaboration | Communication | Marketing Team Support | Asset Organization | Storyboarding | Video Optimization | Social Media Video Standards | CapCut | A/B Testing | Canva | Reels | Da Vinci Resolve | Videography