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EDUCATION

COOP
Digital Marketing Apprenticeship
Fall/Winter 2020 Cohort
Rochester Institute of Technology
School of Design | Class of 2017
BFA Graphic Design

EXPERIENCE

Candid | New York, NY, 2021-Present
Motion Designer

- Working to reinvigorate Candid's DTC clear aligners remarketing strategy
- Creating video ads to encourage consideration phase patients to straighten their smiles
- Establishing a motion language to be used across all branding and advertising media

Ampush | New York, NY, 2020-2021
Freelance Junior Designer

- Producing static and video paid social advertisements for STARZ-owned accounts
- Working with marketing analysts and designers to make data-driven creative
- Consistently creating top performing creative across STARZ and STARZPLAY brand accounts

ACHIEVEMENTS

AIGA | 2020
Dean's List | 2013-2017
TAGA Best Digital Publication | 2016
Honors Showcase Exhibit | 2016

SKILLS

Adobe Illustrator
After Effects
Google Analytics
Google Web Designer
HTML + CSS
InDesign
Photoshop

Blueland | New York, NY, 2020-2021
Freelance Graphic Designer

- Designing an average of 5 static and video paid social advertisements per week
- Brainstorming and testing new formats for various creative channels
- Increased clickthrough rate within a two week timeframe

Allied Global | New York, NY, 2017-2019
Creative Intern + Freelance Designer

- Created animated and static ads for organic social calendars
- Collaborated on creative with a team of 4 designers under a Creative Director
- Fulfilled requests from Disney on Ice, Acorn TV, Singapore Tourism Board, and Kroger Chef Jr