

## SKILLS

Graphic Design  
Branding  
Content Creation  
Advertising  
Email Marketing

## TOOLS

Adobe CC  
WordPress  
Hubspot  
Figma

### Graphic Designer | *Prialto*

*Portland, Oregon | 2022 - Present*

- Designed sales enablement materials that aided in expansion of 3 enterprise accounts
- Wireframed and coded interchangeable modules for conversion-optimized web pages
- Created comprehensive ad campaigns that worked across digital experiences
- Built out the first company culture handbook and developed brand guidelines booklet
- Designed and prototyped client portal web app to monitor member usage and communicate insights to mid-market and enterprise account stakeholders
- Developed design concepts that help prospects and clients visualize company value
- Pitched project ideas and communicated design thinking to Director and C-Suite levels

### Graphic Designer & Inbound Marketing Manager | *Vindulge*

*Portland, Oregon | 2020 - 2022*

- Captured photography and videography for use on website and social media
- Designed consistent brand look and feel with existing logo and brand colors
- Created content and scheduled social media including Facebook, Pinterest, and Reels
- Generated a 112% increase in year-over-year web page views within first six months
- Developed packaging and branding for online wine store and unique line of spice rubs

### Graphic Designer | *Cru*

*Évry, France | 2019 - 2020*

- Produced logo designs incorporating both Middle Eastern and Western typography
- Photographed conference speakers and attendees, capturing emotion and ambiance
- Created graphics and layouts for both web and print in French, Arabic, and English
- Maintained visual integrity of brand in accordance with Graphic Standards Manual
- Ideated and co-designed with peers and clients in a positive and collaborative manner

### Digital Marketing Intern | *Hileman Group*

*Cleveland, Ohio | 2018*

- Developed digital marketing plans, SEO plans, content worksheets, and trend analyses
- Optimized website content for search engines and analytics metrics