

A highly creative and inspired designer passionate about print and digital media. An organized and efficient professional who thrives in high-pressure, fast-paced environments and enjoys collaborating with clients and coworkers to achieve their goals. Continuously stays up-to-date with the latest trends in graphic design, always seeking unique ideas and innovative solutions.

EXPERIENCE

Generation Love Clothing | *Junior Graphic Designer* | 2024

- Create branded materials and marketing assets.
- Collaborate directly with the Social Media manager to design social media assets.
- Execute email design layouts and provide assets for scheduling.
- Color correct and retouch garments on-model and product images.
- Review, resize, and file images.
- Conceptualize and craft digital assets for website and advertisements.
- Ensure brand continuity with garments, lighting, and color consistency.
- Support all-around photoshoot production.

Century 21 Stores | *Graphic Designer* | 2023

- Collaborated closely with the VP of Marketing and Art Director to drive project initiatives.
- Conceptualized and crafted high-quality marketing signage, wayfinding solutions, and wall decals for in-store and back-of-house.
- Contributed to the successful rebranding of the Century 21 Stores.
- Designed and delivered compelling email newsletters weekly.
- Led the development of cohesive brand elements for events, including logos, signage, digital ads, emails, and website signage.
- Assisted in photoshoot planning and styling.
- Worked with the Social Media Manager to strategize and implement content plans.

WestFair Communications | *Art Director* | 2020-2023

- Collaborated with the Publisher, Co-Publisher/Creative, and Senior Editor on business and lifestyle magazine/journal design and content curation.
- Successfully rebranded a lifestyle magazine into a dynamic business and lifestyle publication.
- Researched, organized, and designed the digital Business Journal, managing the entire process weekly.
- Worked with the sales team to create promotional materials, aiding in contract closures.
- Developed in-house advertisements, sales flyers, presentations, proposals, and promotional materials to maintain brand consistency.
- Created customized advertisements, promotional materials, and email newsletters for clients, fostering strong relationships.
- Designed and delivered compelling weekly email newsletters.
- Contributed to branding and marketing efforts, including social media and in-house events, in collaboration with the Marketing & Events Director.
- Updated the company website daily to ensure a dynamic online presence.

Cottages & Gardens Media Group | *Design Intern* | 2019

- Worked directly with the Art Director.
- Contributed in designing editorial layouts for the Connecticut, New York City, and Hampton editions.
- Conducted thorough research and meticulously organized photographs to enhance visual elements.

SKILLS

Indesign	Photoshop	Illustrator
Acrobat	PowerPoint	Word
Excel	Typography	WordPress
Outlook	Canva	Photography
Mailchimp	Video Editing	Shopify

EDUCATION

Sacred Heart University | Fairfield, CT | Class of 2020

- Bachelor of Arts in Art & Design — concentration in Graphic Design
- GPA: 3.6

AWARDS

President's Excellence Academic Award, 2016, 2017, 2018, 2019, 2020

Charles A. Plohn Scholarship, 2019, 2020

Distinguished work in the Art & Design major

Deans List, 2017, 2018, 2019, 2020

Student Art Exhibit, Art & Design Department

- First Place: "Elle", Digital Publishing, 2019
- Honorable Mention: "Sarafina Fashion", 2019

UNIVERSITY INVOLVEMENT

Zeta Tau Alpha, 2016–present

- Slating Committee, Committee to select the officers.
- Program Council, Assistant Vice President for planning recruitment and lessons for new members regarding the recruitment process.
- Significant Philanthropy Involvement in Breast Cancer Education and Awareness.

Sacred Heart University Cheerleader | NCAA Division I Athletics

COMMUNITY INVOLVEMENT

Clothes To Kids of Fairfield County | *Personal Shopper* | 2022

- Help clients select clothing during their visit and help make the shopping experience pleasant and enjoyable.

Sandy Vana Memorial Golf Tournament | 2015–2020

- Organized an annual fundraising golf tournament and dinner with all proceeds donated to the Jimmy V. Foundation for Cancer Research.
- Branded the tournament with logos and flyers.