

PROFESSIONAL EXPERIENCE

UNIVERSITY OF MICHIGAN CREDIT UNION (UMCU) • BRAND AND MARKETING DEPARTMENT

Graphic Design Specialist • July 2019-present

- Execute in-brand design assets for 15 annual campaigns, enhancing product awareness through targeted social media, digital and print communication strategies within 12 months
- Enhance student engagement by designing compelling marketing assets that effectively communicate UMCU's value, fostering a stronger connection with the university communities
- Collaborate with cross-functional stakeholders to establish project plans, delivery timelines, goals, and objectives
- Lead creative brainstorming sessions to enhance existing campaigns and develop ideas for new projects and partnerships
- Establish strong relationships with vendors and community partners, achieving on-time delivery of co-branded materials
- Supervise and mentor five student design interns, enhancing their skills and ensuring high-quality project outcomes
- Write creative and strategic copy for social media captions and campaign graphics
- Meet regularly with vendors about performance of paid media marketing and recommend targeted communications for campaigns based on past data
- Design graphics, write captions, and use Sprout Social to schedule social media posts, increasing impressions and engagements across Facebook, LinkedIn, Instagram, and X
- Create documentation and present at training sessions about design technique, brand guidelines, and strategic marketing plans

MICHIGAN STATE UNIVERSITY • ALUMNI OFFICE

Graphic Artist II • November 2017-July 2019; Communications Coordinator • November 2018-July 2019

- Developed strategic marketing and communication plans to align with MSU Alumni Office's mission and values
- Designed print and digital communication marketing materials for annual events and alumni clubs to increase awareness and promote Alumni Office initiatives
- Liaised with vendors to keep up-to-date on printing technology, trends, and source pricing to keep projects within budget
- Supervised, delegated work, advised art direction and feedback to five student design interns to ensure quality and consistency with all marketing projects

PURDUE UNIVERSITY • MARKETING AND MEDIA DEPARTMENT

Senior Graphic Designer • September 2014-November 2017; Graphic Designer • July 2012-September 2014

- Collaborated with art directors, writers, marketing strategists, videographers, photographers, and web designers to brainstorm, develop concepts, design materials, create schedules, and manage budgets for strategic, in-brand communication collateral
- Developed relationships with campus clients and communicated throughout creative process by meeting to gather information on project goals and objectives, present project and explain design strategy, collect feedback, and obtain buy-in for approval
- Restructured and oversaw intern program to give student graphic design interns a better quality internship and an opportunity to work on portfolio-worthy designs
- Apply accessible design principles to create inclusive and user-friendly print and digital graphics
- Transformed complex information into accessible visuals, fostering better engagement and understanding among staff and faculty

EDUCATION

PURDUE UNIVERSITY • 2019

Master of Science in Communication

OHIO UNIVERSITY • 2009

Bachelor of Science in Visual Communication

SKILLS & SOFTWARE

- Adobe Creative Suite
- Microsoft Office
- Mac and PC Platforms
- Project and Time Management
- Hybrid Work
- Presentation and Communication Skills
- Focus Group Facilitation

AWARDS & RECOGNITION

- Diamond Award for CUNA Marketing & Business Development Council • University of Michigan Credit Union Student Account Package Campaign • 2021
- Gold ADDY Award for Collateral Material Brochure (district level) • Purdue University Admissions Viewbook • 2016