

DESIGN EXPERIENCE

Ceisler Media & Issue Advocacy | February 2020 - Present | Philadelphia, PA Creative Manager

- Lead the creation of graphics, illustrations, motion graphics, logos, brand guides, marketing materials, presentations, newsletters, advertisements and other visual communications materials for an ever-expanding list of clients
- Direct, shoot and edit videos and photos including podcasts, interviews, ceremonies and more
- Support the creation and conceptualization of Ceisler Media's monthly newsletter
- Manage the firm's internal brand and related materials
- Create and update Wix and SquareSpace websites, including purchasing and managing web domains and updating SEO
- Foster relationships with project leads and clients to meet project timelines for key deliverables
- Advise clients and account leads on creative strategy, serving as a partner to brainstorm concepts with the team that will highlight original, engaging design solutions
- Assist with streamlining and implementing internal digital processes across the firm, as well as communicating with internal stakeholders

Liberty Property Trust | May 2019 - February 2020 | Wayne, PA Graphic Designer

- Created, conceptualized and implemented brand-approved print and digital marketing materials
- Built high-functioning, collaborative relationships with internal and external clients
- Presented designs and creative concepts to market officers, regional directors, and other department stakeholders at every level of the company
- Developed a corporate toolbox for business development initiatives
- Directed and executed a series of executive-level photoshoots featuring 100+ subjects across multiple locations
- Coordinated internal and external digital touchpoints
- Comfortably balanced ever-changing priorities, projects, and timelines across 25 markets

Highwood USA | July 2017 - May 2019 | Hometown, PA Design Specialist

- Strategized and restructured DAM process to increase efficiency and cut post-production time in half
- Accurately retouched and colorized images using new custom Photoshop presets derived from physical color samples; improved customer experience to minimize product returns
- Planned, styled, and directed photo and video shoots as well as visualized and built original sets from scratch
- Optimized photo shoots by using advanced photography techniques such as strobe lighting and tethered capture
- Created print and digital marketing materials including catalogs, design books, social media graphics, and web banners

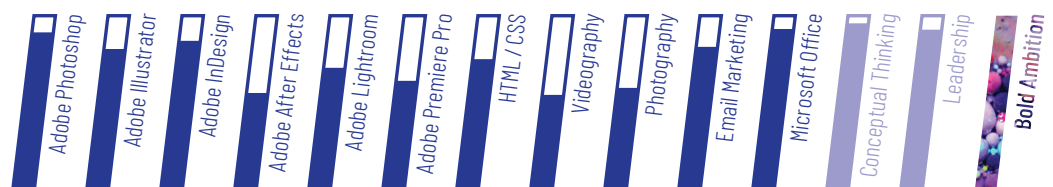
Kutztown University of Pennsylvania | August 2013 - May 2017 Bachelor of Fine Arts in Communication Design - Advertising & Interactive Design Concentrations

- Dean's List | Fall 2016

Graphis, *New Talent Annual* | Merit Award | 2016

Philly Ad Club | Member

The Chamber of Commerce for Greater Philadelphia | *Young Professionals Council* Member



*Philadelphia-based

*References available upon request

*Fully Vaccinated

EDUCATION

PROFESSIONAL DEV & AWARDS

SKILLS & QUALIFICATIONS