
Deadline-driven project manager, designer and copy editor who values communication and client satisfaction while dedicated to developing creative processes and marketing strategy.

experience

Freelance Brand/Graphic Designer NATIONWIDE

Ongoing

- Develop quarterly newsletter for financial firm, [Doyle Wealth Management](#). Followed their brand guidelines to create and maintain a design template that meets their standards.
- Created logo, print collateral and brand guidelines for new pet hospital, [Eclipse Veterinary Care](#).
- Designed cookbooks for vegan bakery [Curious Cat Bakery](#).

BluePearl Pet Hospital TAMPA, FLA.

Dec. 2018-Present

SENIOR CREATIVE SPECIALIST

Part of a small marketing team that supports 100-plus pet hospitals nationwide. Manage incoming projects using Wrike, assign tasks and maintain workflow and deadlines. Liason between Creative team and internal stakeholders to determine best marketing strategy for audience and objective. Write, copy edit and design print and digital collateral as needed.

Tampa Bay Times (formerly St. Petersburg Times) ST. PETERSBURG, FLA.

Aug. 2011-Dec. 2018

FEATURES DESIGN DIRECTOR

Team leader and designer for weekly food, entertainment, literature, sections; as well as investigative projects. Plan visual concepts alongside editors, artists, photographers and writers to produce cohesion between words and art. Commissioned illustrations from artists around the globe, maintaining monthly freelance budget. Art directed food and fashion photo shoots.

Naples Daily News NAPLES, FLA.

Aug. 2009-Aug. 2011

NEWS AND FEATURES DESIGNER

A1 and features designer producing and copy editing front pages on tight deadlines.

The Daily Iowan THE UNIVERSITY OF IOWA, IOWA CITY, IOWA

June 2005-May 2009

VARIOUS POSITIONS

As managing editor, led staff of about 100 college journalists to produce an award-winning newspaper five days a week. As design editor, managed group of design students by leading critiques to teach design fundamentals and engage designers in the content-producing process.

education

The University of Iowa, IOWA CITY, IOWA

Graduated in 2009 with a Bachelor of Arts in both Journalism and Mass Communication, and Studio Art with emphasis on Graphic Design. Class highlights: Typography, book design, bookbinding and printmaking.

skills

Creative project management

Big-picture thinker who has developed processes and workflows for short- and long-term projects for Creative Services team using project management system Wrike.

Design

The best design serves the audience first — form follows function. Experienced in corporate collateral, brand identity, publication layout and functional typography.

Words

Wrote for the *Tampa Bay Times*, such as TV recaps, concert reviews and food and personal essays. Well-versed in grammar and AP style.

Audio

Co-hosted Life of the Party, a pop culture podcast that teaches you just enough to get by.

Technical

Proficient in Adobe InDesign, Photoshop, Illustrator, Wrike and Microsoft Suite. Basic understanding of HTML and CSS coding.