
Deadline-driven graphic designer and copy editor who values communication and client satisfaction while dedicated to developing efficient creative processes and personalized marketing strategy.

experience

Raymond James ST. PETERSBURG, FLA.

Jan. 2023-Present

GRAPHIC DESIGNER

Part of large marketing team of creatives to support all internal clients, advisors and subbrands. Design materials ranging from one-page articles and infosheets to large company publications and corporate event signage. Maintain daily tasks and billing through Workamajig.

BluePearl Pet Hospital TAMPA, FLA.

Dec. 2018-Jan. 2023

CREATIVE OPERATIONS MANAGER

Led small marketing team that supports 100-plus pet hospitals nationwide. Manage incoming projects using Wrike, assign tasks and maintain workflow and deadlines. Liaison 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.

Freelance Brand/Graphic Designer NATIONWIDE

Ongoing

- Built collection of interactive PDFs that highlight [Poynter Institute's](#) seven teaching programs.
- Developed quarterly newsletter for financial firm, [Doyle Wealth Management](#).
- Created logo, print collateral and brand guidelines for new pet hospital, [Eclipse Veterinary Care](#).
- Designed cookbooks for vegan bakery [Curious Cat Bakery](#).

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.

skills

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.

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.

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, Workamajig and Microsoft Suite. Basic understanding of HTML and CSS coding.

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.