

Creative graphic designer with 4+ years of design and marketing experience and musical theatre background that brings exceptional visual storytelling skills to every project. Proven track record coordinating across teams and managing design projects from concept to completion. Combines technical design expertise with strong communication skills to translate complex ideas into visually impactful solutions. Seeking to leverage skill set in a design-focused marketing role.

## work experience

*Balfour Beatty, Atlanta, GA (remote)*

Led cross-functional teams to produce client-facing proposals in pursuit of new projects. Created visually compelling marketing materials to communicate the company's message

### MARKETING PROJECT LEAD

*June 2024–Present*

- Managed proposal creation from concept to delivery, leading teams to align on message, receive all components, deliver multiple drafts, work through edits, and ensure compliance with standards and requirements
- Coordinated and executed marketing campaigns, including print and digital graphics, utilizing Adobe Suite daily
- Innovated designs of proposals, presentations, and internal and external communications, elevating the company's brand and clarifying its messaging for clients

### MARKETING COORDINATOR

*April 2022–June 2024*

- Assisted with proposal development, maintained company CRM data storage, and created internal office communications, utilizing Adobe Creative Suite daily for design work
- Led initiative to implement Canva Pro processes into workflow for the Southeast region marketing teams

*Freelance, Oklahoma City*

Managed brand development and web design projects as a designer, working to understand clients' goals and create visually appealing websites and brand packages.

### VISUAL AND GRAPHIC DESIGNER

*2021–Present*

- Utilized a range of design software, such as Illustrator, InDesign, Photoshop, Canva and Figma, to create wireframes, mockups, and final designs for clients
- Collaborated with developers to ensure websites were responsive and functional across various devices and platforms, utilizing platforms such as Wix and Figma
- Communicated effectively with clients to ensure satisfaction and provide ongoing maintenance as needed

*McWilliams Media, Tulsa, OK (remote)*

Created social media content for client accounts, handling design, copywriting, and scheduling across platforms.

### SOCIAL MEDIA MANAGER AND GRAPHIC DESIGNER

*March 2023–January 2024*

- Designed social media graphics and created captions for multiple client accounts monthly, tailoring content to seasonal campaigns, events, and promotional needs
- Managed complete content workflow from creation through approval process, scheduling pushing via Buffer for Instagram, Facebook, LinkedIn, and X (Twitter)
- Conducted competitor research to inform design strategy and improve client engagement rates and create branding elements to enhance visual cohesion across client social media presence

**DIGITAL ILLUSTRATOR AND ETSY SHOP OWNER,** *Growing Through It, Co., 2020–Present*

**SOCIAL MEDIA DESIGN TEAM,** *University of Oklahoma, School of Musical Theatre, 2020–2021*

## education

**B.F.A. Musical Theatre, University of Oklahoma, 2017–2021**

- Helen C. Lottinville Scholar, Academic Distinction, Dean's Honor Roll
- Dean's Advisory Committee Member: Representing the School of Musical Theatre (2019–2020)

## skills

### TECHNICAL SKILLS

- Adobe Suite: InDesign (Advanced), Illustrator (Proficient), Photoshop (Proficient), Rush, Lightroom
- Canva, Wix, Figma, Ceros, ProCreate
- Microsoft Suite, Google Suite, Asana, Trello
- Instagram, Facebook, Meta Business Suite, X, TikTok, CapCut, Etsy, Buffer

### PROFESSIONAL SKILLS

- UX Design, Visual and Graphic Design, Branding
- Strong project management skills
- Ability to multitask and meet tight deadlines
- Digital and traditional illustration
- Storytelling skills and public speaking experience