



## Skills

Self-directed and skilled communication and technology specialist, driven by a passion for education and problem-solving. Enthusiastic approach to training. A self-starter and team player with experience in branding, coaching, communications, educational technology, graphic design, public relations, photography, video production, and web design. Demonstrates advanced proficiency in the following areas:

- Storytelling through effective communication methods
- Advanced software training and online course development
- Professional internal and external communications
- Communications tools training for CMSs, e-newsletters, websites
- E-newsletter/HTML development and email campaign monitoring
- Branding and marketing campaign development
- Marketing strategy with print and digital media solutions
- Website design and development with WordPress and other CMSs
- Photography, video filming skills and experience in aerial videography
- Advanced editing experience Adobe Illustrator and Photoshop
- Print design and publishing experience in Adobe InDesign
- Video editing skills with experience in Adobe Premiere Pro
- Advanced knowledge of Microsoft Windows and Mac OS
- Microsoft Office skills in Word, Excel, and PowerPoint



## Experience

### Michigan Science Center (Detroit, MI)

#### Marketing Manager

🕒 September 2019 - August, 2020

- Acquired press coverage valued at \$200K+ within first five months.
- Facilitated development of storytelling videos for various digital uses.
- Reached 277K+ users in cost-effective advertising campaign.
- Served as public relations point-person for executive leadership team.
- Planned and performed day-to-day strategic marketing operations.
- Planned marketing and advertising initiatives on a yearly basis.
- Re-designed public-facing website and built functional prototype.
- Served as liaison between Development and various MiSci funders.

### Oakland Schools (Waterford, MI)

#### Digital Marketing Specialist

🕒 April 2017 - September 2019

- Developed e-newsletter campaign and training for Wayne RESA Consortium.
- Built custom HTML template for monthly, internal e-newsletter.
- Trained educators and consultants on how to use various communication tools.
- Worked w/ Tech. Int. Spec. to administer district training for Cisco WebEx.
- Successfully rebranded OSTC-SW (Saw 15.8% increase in applications).
- Developed press release templates (print/electronic) and best practices.
- Supported the launch of superintendent's external e-newsletter.
- Managed advertising campaigns for 4+ student-facing programs.
- Developed branding for 20+ events and programs within first year.
- Filmed and produced videos for advertising and social media use.
- Revamped Oakland Schools' marketing materials (posters, flyers, etc.).
- Press coverage of events through interviews and photography.
- Built e-newsletter and photographed events for Board of Education.
- Provided marketing and graphic design support for 30+ groups.
- Monitored and posted to social media, with supporting graphics.
- Supported website overhaul with layout and structure guidance.

### Plymouth-Canton Community Schools (Plymouth, MI)

#### Computer Technician

🕒 March 2015 - April 2017

- Started email newsletter, responsible for all graphics and coding.
- Designed multiple newsletters for Assistant Superintendent.
- Designed documents and printed materials for school district.
- Trained end users with newly deployed software in classrooms.
- Supported increased device count to 15,000+ devices.
- Provided direct tech support to end users at 12+ public schools.

### Soarin' Design (Dearborn, MI)

#### Creative Director

🕒 July 2015 - Present

- Designed and developed 15+ WordPress websites.
- Designed logos and branding for a diverse group of clients.
- Brainstormed and executed creative marketing strategies.
- Supported clients' branding with photography and videography.

### Eight Media - Creative Agency (Dearborn, MI)

#### Branding Manager / Interactive Designer

🕒 April 2013 - March 2015

- Worked with clients to design marketing campaign content.
- Web designer part of creative team that built 40+ websites.
- Account manager responsible for simultaneous deadlines.
- Prototype testing for responsiveness on mobile devices/tablets.
- Trained clients how to maintain and use website admin tools.
- CMS installation, configuration, admin setup, FTP/mail setup.
- Website maintenance, adding posts, solving website issues.
- Google Apps server configuration, admin setup, maintenance.