

## Skills

Self-directed and skilled marketing specialist, driven by a passion for problem-solving. Enthusiastic approach to telling stories through effective and beautiful design. A self-starter and team player with experience in branding, marketing, public relations, graphic design, web design, e-communications, photography and video production. Demonstrates advanced proficiency in the following areas:

- Storytelling through effective communication methods
- Branding and marketing campaign development
- Marketing strategy with print and digital media solutions
- Website design and development with WordPress and HTML
- E-newsletter HTML development and email campaign monitoring
- Photography, video filming skills and experience in aerial filming
- Graphic design skills with experience in Adobe Photoshop
- Vector graphic editing with experience in Adobe Illustrator
- 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

🕒 April 2017 - Present

### **Oakland Schools** (Waterford, MI) **Marketing Specialist**

- Built custom HTML template for monthly, internal e-newsletter.
- Supported the launch of superintendent's external e-newsletter.
- Successfully rebranded OSTC-SW (15.8% increase in applications).
- Revamped Oakland Schools' marketing materials (posters, flyers, etc.).
- Designed print and e-newsletter press release templates.
- Press coverage of events through interviews and photography.
- Built e-newsletter and photographed events for Board of Education.
- Developed branding for 20+ events and programs within first year.
- Provided marketing and graphic design support for 30+ groups.
- Oversaw printing and completion of marketing materials.
- Monitored and posted to social media, with supporting graphics.
- Filmed and produced videos for advertising and social media posts.
- Supported website overhaul with layout and structure guidance.
- Managed advertising campaigns for 4+ student-facing programs.

🕒 March 2015 - April 2017

### **Plymouth-Canton Community Schools** (Plymouth, MI) **Computer Technician**

- 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.

🕒 July 2015 - Present

### **Soarin' Design** (Dearborn, MI) **Creative Director**

- 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.

🕒 April 2013 - March 2015

### **Eight Media - Creative Agency** (Dearborn, MI) **Branding Manager / Interactive Designer**

- 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.

## Education

📅 December, 2012

**Wayne State University**, (Detroit, MI)  
**Bachelor of Science in Business Administration**  
**Major: Marketing & Advertising**

## Professional Organizations

American Marketing Association (AMA)  
Communications Co-chair – American Marketing Association (AMA) Detroit 2018-19  
Membership Chair – American Marketing Association (AMA) Detroit 2017-18  
Leadership Oakland Cornerstone Program candidate 2018-19  
Oakland County School Public Relations Association (OCSPRA)  
Michigan School Public Relations Association (MSPRA)  
Michigan Association of School Administrators (MASA)

## Professional References

👤 **Amanda Holdsworth, Ed.D., APR**  
**Director of Communication Services**  
Oakland Schools  
(248) 410-2148  
amanda.holdsworth@oakland.k12.mi.us  
**Current supervisor at Oakland Schools**

👤 **Rebecca Catherincchia**  
**Office of the Deputy Superintendent**  
Oakland Schools  
(248) 765-1153  
rebecca.catherincchia@oakland.k12.mi.us  
**Worked together on multiple projects at Oakland Schools**

👤 **Aimee Bell**  
**Principal, Gallimore Elementary School**  
Plymouth-Canton Community Schools  
(734) 536-3528  
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**Worked together at Gallimore Elementary School**

👤 **Mark Salzer**  
**Director of Integrated Technology Systems**  
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(734) 757-3871  
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**Supervisor at Plymouth-Canton Community Schools**

👤 **Dayna Ehrenberger**  
**5th Grade Teacher**  
Plymouth-Canton Community Schools  
(734) 945-0543  
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**Worked together at Miller Elementary School**

👤 **Maureen Molloy**  
**Director of Elementary Education**  
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(734) 416-4899  
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**Worked together at Tonda Elementary School**

👤 **Moe Abdallah**  
**Creative Director**  
Eight Media - Creative Agency  
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**Supervisor at Eight Media**