

Experience

Marketing Specialist

Scilligence, Cambridge, MA

May 2016 to Present

- Developed and executed new company brand and identity
- Designed logo and business collateral
- Redesigned, launched, and maintained the company website
- Managed social media channels
- Created marketing content for press releases, blog posts, website, etc.
- Illustrated custom graphics for website and social media
- Designed, coded, and launched HTML newsletter campaigns

Marketing Coordinator / Graphic Designer

New England Movement Arts, Burlington, MA

September 2014 to May 2016

- Designed all marketing materials for print such as flyers, postcards, posters, brochures, business cards, gift cards, t-shirts, and for web such as digital illustrations, advertisements, and banners using Adobe Illustrator, Photoshop, and InDesign.
- Redesigned the company website resulting in a responsive and more accessible site as well as implemented better SEO.
- Created a monthly email newsletter campaign that increased member engagement.
- Managed and updated content, graphics, and images for WordPress powered website and social media.
- Photographed images for press releases, social media, and website as well as edited photos in Adobe Photoshop.
- Wrote content for press releases and marketing collateral.
- Administrative tasks such as making and receiving phone calls, handling client accounts, data entry, creating documents and forms, sending and receiving client emails.

Seasonal Production Assistant

Coffee Pond Photography, Natick, MA

September 2014 to December 2014

- Edited and sorted photographs for clients across New England and New York.
- Worked in Adobe Photoshop to retouch photographs.
- Performed data entry to keep forms and image files organized for photographers and printers.
- Verified information to ensure each photograph was accurately labeled to fulfill client orders.

Contract Graphic Designer

Embedly, Boston, MA

May 2014 to June 2014

- Designed landing page, detail page, and analytics page to be coded out by back-end developers.
- Created logo, icons, and branding elements for new product site.
- Redesigned graphs to better display analytics as well as complement new design.

Marketing and Promotions Intern

Buffalo Museum of Science, Buffalo, NY

June 2013 to August 2013

- Designed digital marketing materials for exhibits and events such as a rack cards and flyers.
- Built templates for monthly email newsletter and visitor map.
- Entered data in Microsoft Excel to support marketing research project.
- Developed content for the museum's twitter feed.

Skills

- Adobe Creative Suite: Photoshop, Flash, Illustrator, InDesign, Dreamweaver
- Web Design: HTML, CSS, WordPress
- Brand Recognition and Development
- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Writing
- Microsoft Office: Word, PowerPoint, Excel

Education

University at Buffalo '13

Bachelor of Arts, Communication Design

Minor in Art History

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