

Technical Skills

Marketing
Video Editing
Digital Illustration

Social Media Management
Photo Editing
HTML 5 / CSS 3

Videography
Storyboarding
UX/UI Design

Software Skills

Hootsuite
Adobe Illustrator
Basecamp

Google Ads
Adobe Photoshop
Slack

Adobe Premiere Pro
Figma
Teams

Professional Experience

Phonic Bloom | Woodland Community Library | 2024 [\[Link Placeholder\]](#)

Marketing Team Member

An interactive Augmented Reality mobile application that interprets the data sculpture in the Woodland Community Library's children's reading room both sonically and visually to a variety of audiences.

- Developed a marketing campaign for LinkedIn, Tiktok, & Instagram to promote the project for the client
- Storyboarded, scripted, photographed, and videotaped marketing material
- Drafted and closely followed marketing calendar for successful campaign

Student Activities Board | WSU Vancouver | 2023 [\[Link Placeholder\]](#)

Marketing Coordinator

Engaging activities and events to enhance campus life for students.

- Worked in a team of seven to conceive, plan, and execute school events, such as the Back2School BBQ, the Halloween Extravaganza, and Holiday Bazaar
- Designed marketing material, including posters and videos for social media
- Successfully increased engagement by 33.3% and increased follower count by 27.7%

Smile Child Clothing Brand | 2019 [\[Link Placeholder\]](#)

Photographer and Marketing Lead

A social media campaign for a clothing brand named Smile Child.

- Created a social media campaign on Instagram and company website for rebranding client
- Scouted locations and photographed marketing material
- Successfully gained 55% more followers after the campaign

Education

Washington State University Vancouver | BA: Digital Technology and Culture

Certificate in Social Media | December 2024