

EXPERIENCE

Digital Communications Lead | Destined for Greatness Outreach Youth Center | June 2025 –

- Design digital and print marketing materials including social media graphics, flyers, and promotional visuals to support outreach.
- Using Adobe Dreamweaver to design, code, and maintain responsive web pages using HTML & CSS
- Write and format email newsletters in Mailchimp, focusing on layout, and audience engagement
- Represented the organization at community events by managing booth setup, distributing promotional materials, engaging with prospective participants, and increasing awareness of programs through in-person outreach at volunteer events.

Marketing Specialist | IQV Nexus | March 2025 – July 2026

- Drove digital marketing initiatives by designing email and social media campaigns, writing persuasive copy, and analyzing performance metrics to improve engagement and audience growth.
- Wrote strategic content across technical, educational, and marketing initiatives, including SEO-optimized health education blogs, SaaS user manuals, marketing proposals, white papers, and other customer and stakeholder-facing communications, ensuring accuracy, clarity, and brand consistency.
- Developed and launched a Brand Ambassador Program by creating recruitment and onboarding materials, coordinating program communications, and planning and delivering live Zoom presentations supported by invitations, presentation decks, and scripts.
- Created branded presentations, marketing collateral, web assets, and print/digital materials using Adobe Creative Suite, Canva, and Microsoft Office while maintaining a consistent brand identity.
- Managed end-to-end Meta advertising campaigns, including campaign strategy, audience targeting, creative development, ad copy, performance optimization, and analytics reporting to support marketing objectives.
- Collaborated cross-functionally with developers, sales, marketing, and leadership teams to coordinate projects, meet deadlines, and maintain high-quality communications and creative deliverables.
- Reviewed and edited written communications for grammar, clarity, tone, accessibility, and brand compliance before publication.
- Maintained organized digital asset libraries and prepared production-ready marketing materials for web, email, presentations, and cross-platform distribution.

Marketing Design Intern | Girl Scouts of Greater Atlanta | April – August 2024

- Designed branded marketing assets, including postcards, email headers, camp handouts, and internal event calendars, and refined designs through stakeholder feedback to ensure polished, on-brand print and digital communications.
- Created the 2024 Day of Giving campaign logo by applying brand guidelines, including approved colors, shapes, and visual assets.
- Collaborated with the marketing team to design promotional graphics for the 2024 Day of Giving campaign, contributing to a fundraising effort that generated \$24,276.

Student Graphic Designer | Beyond Books Magazine | February – April 2024

- Edited written content for clarity, readability, and consistency in tone and style.
- Designed a print-ready article in Adobe InDesign with a strong focus on layout, typography, and visual hierarchy.
- Created and edited graphics using Adobe Photoshop and Illustrator to support visual storytelling.

Work Based Learning Intern | Rockdale County Public Schools | August 2020 – May 2021

- Designed and produced graphics for school-based clients through Dawg House Graphics, including graduation or sports apparel, school merchandise, and promotional materials
- Prepared production-ready artwork and print files for apparel, merchandise, and school store products.
- Collaborated with students and staff to develop custom designs aligned with school branding and event needs

Teacher's Assistant | C.J. Hicks Elementary | November 2018 – March 2020

- Supported classroom operations, including instructional materials, bulletin board design, grading, and organizational tasks

SKILLS

- Photography
- UX/UI Design
- Video Editing
- Motion Design
- Graphic Design
- Technical Writing
- Presentation Design
- Content Development
- Copywriting & Editing
- Social Media Marketing
- Web Development (HTML & CSS)
- Event Marketing & Community Outreach

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Canva, Microsoft Office (PowerPoint, Word, Excel), Mailchimp, Meta Ads Manager, Figma

EDUCATION

Georgia State University 2026–

Master of Arts in Communication, Applied Concentration in Digital Media Strategies

Kennesaw State University 2021– 2024

Bachelor of Science in Interactive Design. Minor in Technical Communication.
UX/UI Club Member. President's List Recipient, Dean's List Recipient