



**call me!** 859-797-5417

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## education

### University of Louisville

*BFA, Graphic Design; BSBA, Marketing*

*Humanities Minor*

May 2023

- › GPA: 3.893
- › University of Louisville Honors Scholar
- › University of Louisville Vogt Scholarship Recipient
- › Kentucky Institute for International Studies Participant
  - » Mexico City and Mérida, Mexico (Winter 2021)

## experience

### Strategic Marketing & Communications Student Assistant

*University of Louisville School of Medicine*

March 2021 – Present

- › Designed and wrote content for strategic plan marketing collateral
- › Developed and implemented brand standards for over 20 departments
- › Produced social media graphics, videos, written content, and printed materials for a multi-platform fundraising campaign raising \$1.54 million in 30 hours

### Marketing & Publications Student Assistant

*University of Louisville School of Medicine Division of Infectious Diseases*

July 2020 – April 2021

- › Designed and built websites for the Division's two affiliates: the Center of Excellence for Research in Infectious Diseases and the Center of Education and Training for Infection Prevention
- › Developed a content calendar and supporting graphics for budding social media presence
- › Completed article proofs for the UofL Journal of Respiratory Infections and UofL Journal of Refugee and Global Health

### Freelance Design

- › Logan Street Market — brand identity, media planning & management, marketing strategy
- › Aflorar Herb Collective — packaging & website design, photography

## honors & achievements

- › Four AIGA Louisville 100 Show Winners (2023)
- › University of Louisville raiseRED Participant (2023)
- › Design it Forward KY Participant (October 2022)
- › UofL Digital Transformation Steering Committee Member (2022 – 2023)
- › Student Government Association Director of Communications (2022 – 2023)
- › Undergraduate Research Symposium: 1st place in Humanities-Fine Art (2022)
- › Printed: A Louisville Community Zine Project Edition I Contributing Artist (2022)
- › bioClarity Skincare Featured Artist (2020)
- › Kentucky Governor's Scholar (2018)

## skills

- › Adobe Creative Suite
  - » InDesign, Illustrator, Photoshop, Lightroom, After Effects
- › Content Management Systems
  - » Wordpress, Elementor, Wix, Squarespace
- › Microsoft Office
  - » Word, Excel, Powerpoint, Access
- › Project Management
  - » Asana, Basecamp