

Skills:

- : Adobe Creative Suite
- : Microsoft Office
- : Google Analytics IQ Certified
- : Web Design/Front-End Development
- : PR & Marketing Communication
- : Social Network Marketing, Development, Management
- : SEO/Analytics and Internet Marketing
- : Web/Digital Campaigns and Eblasts
- : Leader by example
- : Presentation Planning & Pitching/RFP writing
- : Budget Admin/Media Buying
- : Promotional planning and execution
- : Strategic project planning and direction

Employment:

- : **Geisinger Health System**
- : **web/social/digital specialist**
- : **October 2010 to Present**

Responsible for all social channels and social advertising for a large health system nationally recognized for its innovation, quality and leadership. Web design and programming skills enable me to know all facets needed to implement successful social and digital campaigns. Oversee robust social content calendar and multiple authors.

- : **Branded Designs**
- : **creative director/operations manager**
- : **January 2008 to October 2011**

Worked every aspect of a small agency from web, campaign and graphic design to sales and IT to account executive. I worked on business accounts in PA, NYC, DC, NC, TX, NV and WA. I was responsible for projects from inception to completion, meet with clients, manage designers, pitch proposals and campaigns and then

make them happen once approved. I focused mostly on web design, web projects and analytics reporting. Designed and built custom websites in multiple content management systems.

: Signs West Inc.

: art director/marketing manager

: January 2008 to December 2008

Responsible for client designs as well as all company marketing material, collateral, and media. I worked on everything from large format building wraps to conventional offset print jobs. Designed and updated enterprise website. Managed other designers with the responsibility of delegating and completing all the jobs that came through the art department.

: Wicked Creative

: graphic designer

: February 2007 to January 2008

I worked as a designer in this agency for several big name Vegas companies. Worked on jobs for Hard Rock Hotel, CityCenter, Seablue Restaurant, Pollyesther's Nightclub, Cathouse Nightclub, L5, Allure and Promenada condos as well as several other businesses. Eblasts, mailers, Billboards, invites; mostly print and e-campaigns.

: Palms Casino Resort

: graphic designer

: November 2005 to February. 2007

I worked with a major consumer brand doing creative work while staying within their design guidelines. As a full time freelance designer for the Palms Casino Resort working on all their promotional, in-house, invitation, and seasonal collateral. This included everything from restaurant and nightclub designs to monthly promotions and event invites.

Virgen Advertising

: intern/graphic designer

: May 2005 to August 2005

As an intern I worked on pro bono work for AFAN and Safenest.

Education:

: Art Institute of Las Vegas

2350 Corporate Circle Henderson, NV

: graduated Spring 2006

: Bachelor of Science | Graphic Design