

SKILLS & COMPETENCIES

Events Coordination & Planning	Graphic Design	Negotiation & Vendor Relations
Budgeting & Cost Analysis	Leadership & Team Building	Organizational Skills
Customer Service & Client Interaction	Marketing & Communications	Project Management

EMPLOYMENT HISTORY

Senior Communications Manager, Aksia LLC, New York, New York | 01/2022 - Current

- Oversee and sign off on all communications produced by the company (including publications, reports, whitepapers, articles, social media posts, etc).
- Plan and manage the production, vendors, and individuals involved in the company's website, visuals, and creative development.
- Orchestrate and oversee the creation of internal and external events from the timeline, marketing, vendors, technology, and execution.

Manager of Special Projects, Brokers International, Urbandale, Iowa | 08/2016 - 01/2022

- Leader in planning and supervising all of the company's trainings, board and executive meetings, special events, and incentive trips - organized necessary teams and vendors, formulated a logistic strategy, and created the marketing plan.
 - Consulted with executives and stakeholders to determine objectives and requirements for all events.
 - Orchestrated teams to ensure all aspects of the event were executed efficiently from booking travel logistics, creating agendas and marketing, and hiring necessary vendors and staff for pre, post, and on-site execution.
 - Designer of all event branding: logos, promotional collateral, packaging, videos, gifts/tchotchkes.
- Key decision maker and manager of the company's events budgets. Succeeded in executing all events within budget which ranged from \$25K - \$600K per event while also maintaining the desired objective and headcount.
 - Researched, selected, and managed all third party vendors and technologies that were instrumental in executing company internal and external events.
 - Maintained detailed ledgers for all events and analyzed the statistics and cost per attendee against client production pre and post events to evaluate effectiveness of meetings and trainings.
- Creator of the company's custom Cvent registration sites for all events and incentive trips. The sites served as the company's resource in maintaining data, generating logistical reports, and evaluating statistics on forward facing events.
- Responsible for the design and aesthetics of Brokers International's Business Builder portal that houses all data, statistics, and event attendance and interest for the company's clients.

Creative Director & Event Planner, GamePlan Financial Marketing, Woodstock, Georgia | 01/2012-06/2016

- Promoted to leading an events team in coordinating the logistics, creative marketing, and third parties for producer trainings, special events, and incentive trips.
 - Key advisor in arranging flights and transportation, managing presentations and speakers, developing agendas, hiring necessary staff, and maintaining ledgers and budgets that ranged from \$10K - \$1.3M per event.
 - Creator of concepts/designs for branding each event from logos to promotional marketing kits.
- Sole developer in maintaining custom Reg-Online registration sites for all training events, roadshows, and trips. Sites were used for data storage, formulating logistical reports, and pulling statistics on attendees and events.
- Responsible for the creation and redesign of GamePlan's website and portal following the mergers with Allegiance Marketing Group and 3-Mentors.
 - Researched and explored different platforms for migrating the sites to allow for easier maintenance, better flow, and more aesthetics layouts.
 - Worked closely with IT to execute the construction and framework in the rebranding strategy.

Senior Graphic Design Specialist, GamePlan Financial, Woodstock, Georgia | 08/2010-01/2012

- Served as an in-house designer developing and executing visionary concepts for internal and external communications - advertising, branding, direct mail, emails, marketing campaigns, packaging, promotions, and incentive trips.
- Crucial in providing graphics for the company website and email campaigns to formulate a brand.

Art Director, Lionheart Publishing, Marietta, Georgia | 01/2010-08/2010

- Promoted to take the lead and manage traffic for various publications including AKFCF Quarterly, Analytics, and Masonry Design.
 - Ensured that each publication met their deadlines for print by communicating with editors, sales teams, advertisers, and printers.
- Interacted directly with all departments to produce publication designs, e-mail blasts, media kits, direct mailers, brochures, and advertisements.
- Spearheaded the movement in transitioning and implementing a plan to transform print magazines into mobile and tablet friendly publications using zmag.
 - Interacted with the IT department and designers to execute a project plan for digital integration into existing processes.
- Strategically devised html and print design templates for editorial and collateral pieces to bring consistency and an identity to every publication.

Graphic Designer, Lionheart Publishing, Marietta, Georgia | 07/2007-01/2010

- Supported in the designs and layouts of AKFCF Quarterly, Masonry Design, Paso Fino Horse World, and Real Estate Business.
- Produced graphics for magazines, media planners, direct mailers, and promotional pieces.
- Assisted the online manager in creating html design templates for email blasts and e-publications.

TECHNICAL SKILL SET

Adobe Acrobat Professional
Adobe After Effects
Adobe Illustrator

Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro

Cvent
html & css
Microsoft Office Suite

ACHIEVEMENTS & AWARDS

2020 Graphic Design Skill Certification - Upwork
2019 Adobe Design Panelist
2016 Iowa Life License (maintained CE and still currently licensed)
2012 APEX Award for Financial Campaigns, Programs & Plans
2008 Warren Miller's DESIGN a BOARD competition, first runner-up
2003-2007 Dean's List, University of Georgia
2003-2007 HOPE Scholarship

EDUCATION

2007 BFA University of Georgia, Graphic Design, Athens, Georgia
2007 University of Georgia Study Abroad, Studio Art, Cuba
2006 University of Georgia Study Abroad, Studio Art, Costa Rica