

Professional Experience

- Freelance Graphic Designer & Digital Marketer**
 - Designed branding materials (logos, business cards, social media graphics) to enhance brand identity.
 - Developed SEO-driven digital marketing campaigns to boost engagement and sales.
 - Created website designs and landing pages for improved user experience and conversions.
 - Managed content creation, scheduling, and analytics to optimize social media reach.
 - Collaborated with diverse clients to craft effective design and marketing strategies.

Jan 2025 – present
Carmel, NY
- Teaching Assistant, Carmel Central School District**
 - Supported teachers with lessons, grading, and classroom management.
 - Assisted students with assignments, projects, and test prep.
 - Led small group learning and reinforced key concepts.
 - Maintained a positive, organized learning environment.

Jan 2025 – present
Carmel, NY
- Creative Strategist, HipChik**
 - Modernizing brand using adobe creative suite and website design
 - Creating unique, high-quality designs on merchandise and apparel catering to client preferences and current fashion trends
 - Developed and executed social media strategies to increase brand visibility and engagement, consistently staying updated with the latest industry trends
 - Provided exceptional hands-on sales support and customer service, ensuring a positive and personalized shopping experience for each client

May 2024 – Jan 2025
Armonk, NY
- Social Media Marketing, Divine Divas**
 - Enhancing the company's image by developing a modern website and creating a distinctive logo to elevate the brand using Adobe Creative Suite, Canva and Figma
 - Managed social media content, posting schedule across platforms and providing personalized design services using custom collaborating and design
 - Grew brand awareness, community engagement and increased social platform's followers and engagement rates well above industry benchmarks

Jan 2024 – May 2024
Fairfield, CT
- Manager, Spins Bowl**
 - Develop and maintain the visual identity of the bowling alley, ensuring consistency across all marketing materials
 - Create eye-catching posters, flyers, and banners for events, leagues, and special promotions executing marketing strategies to attract new customers and retain existing ones
 - Manage the financial aspects of the business, including sales growth while collaborate with headquarters to design and update the bowling alley's website, ensuring it is visually appealing and user-friendly
 - Plan and coordinate promotional events, leagues, and tournaments to drive business growth

May 2020 – Jan 2024
Carmel, NY
- Digital Designer, Imaginary Content**
 - Collaborated with clients to understand their brand identity, target audience, and marketing objectives
 - Produced creative content, assets and campaigns while transforming their vision into engaging and effective advertising concepts for prominent brands
 - Marketing Delimex, Kraft and Target with packaging design and social media graphic advertisements quickly and efficiently to deliver content by established deadlines

Jan 2023 – May 2023
Norwalk, CT

Education

- Bachelor of Art & Design, Graphic Design, Sacred Heart University**

Fairfield, CT
- Bachelor of Digital Marketing, Sacred Heart University**

Minor: Fashion Marketing

Skills			
• Campaign Management	• Typography	• Social Media	• Customer Marketing
• Visual Merchandising	• Creative Problem Solving	• Branding and Identity	• Layout Design
• Typography	• Motion Graphics	• Presentation	• Print Design
• Logo Design	• Digital Illustration	• Email Campaigns	• Photography
• Website Design			

Programs

Media	Adobe Creative Suite	Microsoft Office, Excel, Powerpoint	Canva	Figma	Procreate	Google Ads	Shopify
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Memberships & Certifications

- Sacred Heart University Dean's List
 - Zeta Tau Alpha Fraternity E-Board Leader/Member