

work experience

Art Director // Freelance // Portland, ME // 2021-Present

- *Grove Collaborative*: conceptualize and design engaging social content in collaboration with creative and social teams, efficiently communicate as the on-set liaison between the social and creative teams for Portland-based shoots
- *Goodfire Brewing*: lead cross-platform marketing content creation for two locations, build and implement long-term content strategy, produce photography for new merchandise/events/weekly beer releases/ everyday social media use

Photographer // Freelance // Portland, ME // 2019-Present

- Lead, plan, and shoot photography for a wide range of local industries including travel, clothing, jewelry, food & beverage—working both solo and collaborating with in-house art directors
- Work with couples to photograph engagement, elopement, and weddings

Senior Art Director, Social + Digital // MullenLowe // Boston, MA // 2020-2021

- Developed shot lists, directed shoots, and owned pre and post-production logistics on set including client, talent, photographer, and stylist needs
- Led development, execution, and ongoing management of social content for 3+ clients simultaneously—JetBlue, Burger King, and Angel's Envy Bourbon
- Produced short-form video content for Burger King TikTok and JetBlue Reels
- *JetBlue*: increased engagement by 55%, video views by 318%, and bookings by 24% all with less than 1% of the marketing budget from 2019- 2020

Social Content Designer // MullenLowe // Boston, MA // 2019-2020

- Concepted, designed, produced, photographed, animated, and filmed JetBlue cross-platform social content in collaboration with copywriter (including social extensions of brand activations, product launches, reactive posts, and trends)
- Worked within brand design systems to create the visuals for social posts, using wide-ranging tools from Adobe Creative Suite to a phone

Marketing Content Coordinator // Dreamsea Surf Camp Costa Rica // 2019

- Managed a team of four photographers to produce cross-platform content
- Served as photographer and video producer to capture adventure content
- Organized and restructured digital assets into a new DAM system to streamline future marketing needs

Graphic Design Intern // Harpoon Brewery // Boston, MA // Fall 2018

- Photographed beer hall for website and Oktoberfest event with 120K visitors
- Assisted design team with concept development for new merchandise
- Designed and implemented a new email marketing template to streamline marketing team efforts

relevant skills

Illustrator
Photoshop
InDesign
Premiere Pro
Bridge
Lightroom
TikTok production
Photography
Content creation
Social media management
Graphic design
Email marketing
Word / Excel
Sprout Social
Bynder
Digital asset management

education

Boston University

- Fall 2018 //3.9 GPA
- B.S. in Advertising
- Summa Cum Laude,
- Minors: Spanish + Art History

other relevant work

Art Direction Intern //

The Fantastical //
Summer 2018

Assistant Event
Coordinator // AmfAR
AIDS Gala // 2016

Production Assistant //
Cannes Film Festival //
AA Productions // 2016