

education

California Polytechnic State University, San Luis Obispo

Bachelor of Science in Graphic Communication, with Concentration in Graphic Communication Management
President's List 2018-19, 2019-2020

Student College-Based Fee (CBF) Committee

- » Three student committee to develop a list of needs for the department and decide where to allocate surplus funds

work experience

Senior Marketing Coordinator for Hensel Phelps

Irvine, CA (remote) | February 2024–Present

- » Consistently serves as the Hensel Phelps Marketing Lead on RFQ/RFP pursuits
- » Manages and coordinates with large project teams internally and externally
- » Creates templates, graphics, and formats RFQ/RFP responses contributing to the win of five projects and counting, a value of over \$2 billion
- » Trains and mentors team members in Adobe Creative Cloud products, email marketing software, and proposal creation, fostering the train-your replacement philosophy at Hensel Phelps

Marketing Coordinator for Hensel Phelps

Irvine, CA | March 2022–February 2024

- » Collaborates with the Project Development team to develop strategies for both internal and external marketing for the just over 950 salaried employees in the Southern California region at Hensel Phelps
- » Manages, creates graphics, and formats RFQ/RFP responses contributing to the win of five projects and counting, a value of over \$2 billion
- » Designs logos, graphics, print collateral, digital collateral, email campaigns, etc.
- » Led my team in the coordination, design, print production, and installation of all custom artwork in our new, multi-million dollar regional office renovation. Phases 1 and 2 totaled 36 large acrylic and full-wall vinyl pieces, and Phase 3 is currently being executed
- » Develops the project specific marketing plan and leads the marketing for over five of our regional projects, over \$3 billion in value
- » Assists in project photography, event photography, and other general photography for the region

Marketing Specialist for Cardinal Financial Limited, Partnership

Irvine, CA (remote) | September 2021–February 2022

- » Designs and manages our 20+ branch websites using skills in UI/UX design
- » Designs and creates collateral (print collateral, email graphics, social media graphics, digital collateral, etc.)
- » Designs, manages, and produces original social media content for multiple accounts
- » Leads the team in original content writing for collateral, websites, and professional bios

Marketing Assistant for Cardinal Financial, Limited Partnership

Irvine, CA (remote) | August 2020–September 2021

- » Specialized in graphic design, starting with 3 branches then scaled to 20+
- » Integrated and created new design templates for our division websites
- » Spearheaded the brand look for our The Cady Group division-wide collateral

Sales Manager for University Graphic Systems

San Luis Obispo, California | April 2019–June 2020

- » Generated increase in sales for the company through sales campaigns, cold calls, advertising, and more
- » Communicated one on one with on and off campus entities to gain more clients
- » Trained interns in sales techniques and best practices
- » Collected data through ad analytics, demographics on campus, previous sales, and more

Design and Marketing Intern for the Paso Robles Chamber of Commerce

Paso Robles, California | April 2019–September 2019

- » Branded and marketed the Economic Development Department through new initiatives and campaigns
- » Formatted and designed documents for the City of Paso Robles, including a Business Start-Up Guide and an Economic Profile
- » Collaborated to create two new websites and kept them up to date

skills

Adobe Creative Suite

- » Illustrator
- » InDesign
- » Photoshop
- » Lightroom

Marketing Softwares

- » ActiveCampaign, ClickDimensions, Microsoft CRM
- » Denim Social and Hootsuite
- » Monday.com

General Skills

- » Photography
- » Graphic Design
- » Preflight and Print Production
- » Professional Copywriting
- » Social Media
- » UI/UX Design
- » Logos and Branding