

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

Marketing Specialist for Cardinal Financial Limited, Partnership

Irvine, CA (remote) | September 2021–Present

- » 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.)
- » Writes sales call scripts for the division on a weekly basis with 100+ total scripts written
- » Designs, manages, and produces original social media content for multiple accounts
- » Leads the team in original content writing for collateral, websites, and professional bios
- » Communicates and provides customer service to our division branches

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
- » Created collateral for our loan originators and recruiters
- » Communicates and provides customer service to our division branches
- » Generated original photography for areas in our division to use for our collateral and websites

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

- » Designed marketing collateral for the Economic Development Director
- » Branded and marketed the Economic Development Department
- » Formatted and designed documents for the City of Paso Robles
- » Collaborated to create two new websites and kept them up to date

Social Media Intern for Bubble & Hatch Marketing

San Luis Obispo, California | February 2019–May 2019

- » Created posts for different social platforms (Instagram, Facebook, Twitter and LinkedIn)
- » Formed weekly schedules for posts
- » Analyzed data for each social platform

Freelance Design

San Luis Obispo and Yucaipa, California | January 2017–Current

- » Conceptualizes/designs logos for various start-ups and small businesses (6+ professional logos designed)
- » Originates branding, marketing, and advertising for projects and provides web design if requested

skills

Adobe Creative Suite

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

Marketing Softwares

- » ActiveCampaign
- » Denim Social
- » Slybroadcast
- » Monday.com

General Skills

- » Photography
- » Branding
- » Graphic Design
- » Social Media