

Education

James Madison University

August 2010 - May 2013

B.S. in Media Arts and Design

Concentration in Converged Media

GPA: 3.4

Skills

Languages

HTML5
CSS3
JavaScript

Adobe

Photoshop
Illustrator
InDesign
Dreamweaver

Microsoft Office

Word
PowerPoint
Excel
Publisher
Outlook

Web/Interactive

Digital UX /UI Design
Wordpress CMS
Social Media Management (Hootsuite)

Awards

2012 Winner of MTV's Against Our Will Challenge

Collaborated with a team of three other students to design an interactive video project that illuminates the back-stories of sex and labor trafficking survivors, to raise awareness of modern-day slavery.

Won \$10,000 top prize

The project was launched in January 2013 and can be seen at thebackstory.mtv.com

Experience

Associate Marketing Manager at AOL Inc.

May 2014 - May 2015

Supporting the CRM Paid Services team to help manage churn and promote product adoption through marketing efforts in email, display and landing page optimization. Projects include:

- Development of email, pop up and display campaign strategy, campaign implementation/coordination and results tracking.
- Copywriting for display ads and various customer communications
- QA testing, user acceptance testing and the development of optimization strategy for various online campaigns

UX/Content Strategist at Chiedo Labs

December 2013 - May 2014

Collaborated with back-end developers and graphic designers to work on many web development projects, including:

- Installation and configuration of Wordpress themes
- Writing code for original Wordpress themes based on PSD designs
- Working with clients to improve the features, content design and layout of their current websites to be more functional, user-friendly and appealing to the target audience.

Marketing Intern at Patagonia Sur (Santiago, Chile)

September 2013 - November 2013

Developed marketing material web content and communication strategy for Reforestamos Patagonia, MERI, The Patagonia Sur Foundation and Compensaciones CO2. Projects included:

- Development of interactive, video and graphic material to promote activities of all organizations affiliated with the company.
- Contributing to the design and development of these institutions' websites.
- Social media content creation and management with Hootsuite, across platforms, such as Facebook, Twitter and Pinterest.