

Education

Clemson University

BS Graphic Communications

- Brand Communications Minor
- May 2024
- 3.68 GPA

Awards

Gutenberg Awards

- 1st and 2nd place in Digitally Altered Composite - Individual College and University 2022
- 1st place in Black and White Digital - Individual College and University 2022

Skills

- Adobe Creative Suite
- Microsoft Office
- Final Cut Pro
- Graphic Design
- Canva
- Meta Business Suite

Relevant Coursework

- GC 3400: Digital Imaging
- GC 3450: Video Campaigns in the Digital Age
- GC 3610: Client Reputation Management
- GC 3710: Brand Creation and Communication
- GC 3730: Media Management
- GC 3740: Brand Communications Strategy
- GC 3990: GC TAGA
- GC 4400: Commercial Printing

Clubs and Organizations

Sigma Kappa

- October 2020 - Present

Gamma Epsilon Tau

- September 2023- Present

Related Work Experience

Marleylilly / Marketing Intern

Greer, SC

January - June 2023

- Created and implemented new social media strategy guidelines for Pinterest to be more cohesive and align with current design trends
- Curated and wrote original blog posts for “The Monogrammed Life” biweekly
- Brainstormed ideas and created content for TikTok and Instagram Reels weekly with the creative team
- Pulled images and designed original content using Canva for Instagram Stories three times weekly
- Wrote and scheduled Instagram and Facebook posts daily using the Meta Business Suite
- Began implementing an intern project to give back to the top 50 spenders through handpicking, embroidering, and collaborating with production and customer service to ship items to customers to thank them for their customer loyalty

G&G Outfitters / Marketing Intern

Landham, MD

May - August 2022

- Brainstormed, created, and planned social media posts for Instagram, Facebook, Twitter, and LinkedIn
- Created customer presentations, adding illustrations and exhibits to amplify G&G’s value proposition
- Mocked up images of merchandise with company branding for consumer websites, presentations, and catalogs to provide the customer with a visual of the final product
- Designed internal marketing collateral, such as flyers, signs, and kiosk images, to inform employees of upcoming events, closures, and holidays

Teradata / Freelance Videographer

Annapolis, MD

January 2020

- Commissioned to produce a highlight video to celebrate Teradata’s sales success & achievements for fiscal year ‘19

Cisco Systems / Freelance Videographer

Annapolis, MD

September 2019

- Commissioned to produce a brand video highlighting the culture and work of Cisco Systems’ Public Sector State, Local, & Education Sales Team

Leadership

Sigma Kappa / T-Shirt Chairwoman

- Communicated with chairwomen about upcoming events and brainstormed designs for t-shirts
- Coordinated with t-shirt distributors to discuss designs and sales for t-shirts