CREATIVE ADVERTISING SPARTAN

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EDUCATION

Michigan State University
Bachelor of Arts, Advertising
May 2019

Study Abroad
Mass Media in the U.K.
Summer 2017

SKILLS

Photoshop
InDesign
Illustrator
After Effects
Final Cut Pro

EXPERIENCE

DESIGN INTERN GUD MARKETING JAN 2018 - PRESENT
LANSING, MICH.
— Developed print and digital content for three different clients
— Rebranded office's non-profit division including logo, promo pieces and web
— Edited client commercials using Final Cut Pro
— Volunteered five hours per week in probono work for local non-profits

CHIEF DESIGNER MSU AAF CEDAR BANKS AUG 2017 - PRESENT
EAST LANSING, MICH.
— Managed creative team of three to assure projects were completed on time
— Reviewed all content before taken to print or live online
— Developed creative plan for the client, Mary Kay, that reflected research data from focus groups

BRAND AND SOCIAL MEDIA INTERN COMARTSCI CAREER CENTER AUG 2016 - MAY 2017
EAST LANSING, MICH.
— Integrated visual flyers and photos for incoming jobs and internships
— Introduced monthly internship flyer
— Rebranded office's logo and all corresponding materials
— Managed three social media channels reaching close to 3,000 students
— Planned and executed three professional seminars for students with a combined attendance over 200

ACHIEVEMENTS

DEAN'S LIST MICHIGAN STATE UNIVERSITY FALL 2015 - PRESENT
WINNER OF TWO GOLD, ONE SILVER, AND THREE BRONZE ADDY AWARDS (AAF) SPRING 2018
SELECTED PARTICIPANT ONE SHOW CHINA YOUTH CREATIVE FESTIVAL COMPETITION NOV 2018
GOLD TEAM WINNER MINDS (WIDE) OPEN INTERNATIONAL COMPETITION SEPT 2017