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About Me

Digital communications specialist with experience in graphic design customer service, and marketing. Driven by finding creative ways to bridge the gap between art and technology.

Education

Drew University

B.A. Media and Communications, Computer Science
2020 - 2024

Experience

Art Director / Partially Shy Magazine 2020 - Present

- Reviews editorial workflows for 200+ submissions, using Excel and Google Sheets
- Assists with planning public outreach events such as local zine festivals and creative networking events.
- Produced the magazine's first print edition, managing budgeting, material selection and page layout, using Canva and Adobe Suite.

Communications Specialist / Kids on the Yard 2024-2025

- Scheduled email campaigns, the weekly newsletter, and email correspondences with customers using MailWizz, and Kids on the Yard's CRM to rebrand and upload HTML email templates.
- Developed social media campaigns using Zoho and Meta to grow engagement, monitor activity, and report metrics.
- Optimized SEO of educational content using WordPress and Rank Math by researching trends in the education community.

Helpdesk Assistant / Drew University Technology 2022-2024




- Communicated with customers via phone while documenting any technical issues they faced (including password, two-factor authentication, and printer issues) using the JIRA ticketing system.
- Gained experience with troubleshooting software like Microsoft Suite and SPSS.

Socials Content Strategist / TreEscape Park 2022-2023





- Participated in driving an increase of 9% in revenue in 2023 to a \$3,000,000 business.
- Increased TreEscape's social media presence and following from 500 followers to 4,800 followers by collaborating with local and travel influencers.
- Worked with the creative team to grow the Instagram and Facebook following using targeted ads, boosted posts, Facebook analytics, and collaboration with other marketing teams.



Languages

- English 
- French 
- Spanish 

Skills

- Microsoft Excel 
- Microsoft Word 
- Instagram 
- Photoshop 
- InDesign 
- Premiere Pro 
- Google Analytics 
- MailWizz 
- Illustrator 
- JIRA 
- CRM 
- Canva 