

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

Senior Marketing & Design Coordinator for Hensel Phelps

Irvine, California | February 2024-April 2024

- » Consistently serves as the Hensel Phelps Marketing Lead on RFQ/RFP pursuits
- » Led all graphic design projects for the SoCal region including original logos/branding for internal entities, presentation creation, print collateral, event marketing, email marketing, etc.
- » Manages, creates graphics, and formats RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- » Trains and mentors team members in Adobe Creative Cloud products, email marketing software, and proposal creation, fostering the train your replacement philosophy at Hensel Phelps

Marketing Coordinator for Hensel Phelps

Irvine, California | March 2022-February 2024

- » Collaborates with the Project Development team to develop strategies for both internal and external marketing for the just over 950 salaried employees in the Southern California region at Hensel Phelps
- » Manages, creates graphics, and formats RFQ/RFP responses contributing to the win of over five projects, a value of \$2B
- » Designs logos, graphics, print collateral, digital collateral, email campaigns, etc.
- » Led my team in the coordination, design, print production, and installation of all custom artwork in our new, multi-million dollar regional office renovation. Phases 1 and 2 totaled 36 large acrylic and full-wall vinyl pieces
- » Develops a project specific marketing plan and leads marketing for over five regional projects, over \$3 billion in value
- » Assists in project photography, event photography, and other general photography for the region

Marketing Specialist for Cardinal Financial Limited, Partnership

Irvine, California (remote) | September 2021-February 2022

- » 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.)
- » Designs, manages, and produces original social media content for multiple accounts
- » Leads the team in original content writing for collateral, websites, and professional bios

Marketing Assistant for Cardinal Financial, Limited Partnership

Irvine, California (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

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
- » 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

- » Branded and marketed the Economic Development Department through new initiatives and campaigns
- » Formatted/designed documents for the City of Paso Robles, including a Business Start-Up Guide and an Economic Profile
- » Collaborated to create two new websites and kept them up to date

skills

Adobe Creative Suite

- » Illustrator
- » InDesign
- » Photoshop
- » Lightroom
- » Premiere Pro

Marketing Softwares

- » ActiveCampaign
- » ClickDimensions
- » Microsoft CRM
- » Hootsuite
- » Monday.com

General Skills

- » Photography
- » Graphic Design
- » Preflight and Print Production
- » Professional Copywriting
- » Social Media
- » UI/UX Design
- » Web Design
- » Logos and Branding
- » Layout/Publication Design