

**Objective:** I strive to create beautiful and effective communication for clients and employers, integrated with marketing and branding strategies for web, print and beyond. My goal with any project is the success of a client's business and the attainment of their goals, while creating designs and presentations that stand out in the market.

## EDUCATION

**Bachelor of Science  
Business Administration/Marketing**  
University of Oregon, Eugene, OR  
Graduated June 2011

**Certificate of Completion  
Graphic Design**  
Lane Community College, Eugene, OR  
Graduated June 2014

## SKILLS

Graphic Design: Typography, Layout, Color  
Demography, Targeting and Segmentation, Research  
Brand Strategy and Planning  
Team and Project Management  
Hiring and Teambuilding  
Social Media Marketing

Event Coordination and Planning  
Video Design and Direction  
Digital Advertising: Design and Targeting (Display, Email)  
Website Layout, SEO and UX/UI (HTML, CSS, jQuery)  
Copywriting and Editing  
Photography

## WORK EXPERIENCE

**Communications Manager  
Albuquerque Publishing Company, NM**

August 2020 - Present

I have increased promotions of APC and Journal products, including design and implementation of digital and broadcast ads. I also currently run Albuquerque Journal's social media for Facebook, Twitter and Instagram. Using a weekly promotions budget of ~\$200 across Google, Facebook and Instagram, I have created a 12% increase in users, and a 20% increase in sessions, from social to our website, from July 2021 to June 2022.

**Sales Operations Manager  
Albuquerque Publishing Company, NM**

February 2018 - August 2020

I oversaw production and accounting coordination. This included support of sales through process improvements, generation of marketing collateral, and management of layout, in addition to responsibilities as manager of creative services.

In this position, I worked with multiple departments to make processes more efficient through consolidation of products, processes and personnel, including: design and structuring of circulation retention emails; the consolidation of Life in New Mexico into The Sunday Journal; and restructuring of layout. These projects reduced APC expenses by more than \$250,000 per year from 2017 to 2018.

**Creative Services Manager / Creative Supervisor  
Albuquerque Publishing Company, NM**

April 2017 - February 2018,  
January 2016 - April 2017

Duties include management of Creative Services personnel & workflow, including ads, classifieds, marketing projects, event materials and process improvements. Marketing

workflow was streamlined, and *Homestyle* and *DRIVE* publications were added. Readers' Choice, Job Fair and Top Workplaces events were redesigned along with other marketed efforts, and Creative Services helped grow these through increased promotions, event design, improved magazine design and sponsored video presentations.

**Graphic Artist  
Albuquerque Publishing Company, NM**

July 2014 - January 2016

As a designer, I regularly built advertising for clients, both internal and external. This included training new employees in prepress, layout, classifieds and other processes.

**Editor-in-Chief  
The Bleed, Eugene, OR**

April 2014 - June 2014

I lead the effort to create the 2014 edition of The Bleed magazine. My tasks included project management, editing and layout of the publication, in addition to personnel management and creation of publication standards.

**Production Manager / Design Editor  
The Torch, Eugene, OR**

November 2013 - June 2014

Duties included planning & layout of content. This included creating infographic stories based on previous reporting.

**Editor-in-Chief/ Senior Designer  
The Torch**

June 2012 - June 2013

As editor-in-chief of *The Torch*, I was responsible for the planning, news gathering, design & marketing of the newspaper at Lane Community College.

**Objective:** I strive to create beautiful and effective communication for clients and employers, integrated with marketing and branding strategies for web, print and beyond. My goal with any project is the success of a client's business and the attainment of their goals, while creating designs and presentations that stand out from the rest.

## AWARDS

---

**Best Rate Card/Marketing Kit**  
**Best Community/Newspaper Event Advertisement**  
New Mexico Press Association, 2018

**Best Web Advertising**  
New Mexico Press Association, 2015

**Best Design**  
**General Excellence**  
Oregon Newspaper Publisher's Association, 2014

**Best In Show - Two-year College Newspaper**  
Associated Collegiate Press Conference, 2013

**Best All-Around Non-Daily Student Newspaper**  
**Best Affiliated Web Site**  
**Editorial Writing**  
Society of Professional Journalists, 2013

**Best Design**  
**Best Special Section**  
**General Excellence**  
Oregon Newspaper Publisher's Association, 2013

## REFERENCES

---

References are available upon request.