

## Technical Skills

Marketing  
Video Editing  
Digital Illustration

Social Media Management  
Photo Editing  
HTML 5 / CSS 3

Videography  
Storyboarding  
UX/UI Design

## Software Skills

Hootsuite  
Adobe Illustrator  
Basecamp

Google Ads  
Adobe Photoshop  
Slack

Adobe Premiere Pro  
Figma  
Teams

## Professional Experience

### **Phonic Bloom** | Woodland Community Library | 2024

Marketing Team Member

An interactive Augmented Reality mobile application that interprets the data sculpture in the Woodland Community Library's children's reading room both sonically and visually to a variety of audiences.

- Developed a marketing campaign for LinkedIn, Tiktok, & Instagram to promote the project for the client
- Storyboarded, scripted, photographed, and videotaped marketing material
- Drafted and closely followed marketing calendar for successful campaign

### **Student Activities Board** | WSU Vancouver | 2023

Marketing Coordinator

Engaging activities and events to enhance campus life for students.

- Worked in a team of seven to conceive, plan, and execute school events, such as the Back2School BBQ, the Halloween Extravaganza, and Holiday Bazaar
- Designed marketing material, including posters and videos for social media
- Successfully increased engagement by 33.3% and increased follower count by 27.7%

### **Smile Child Clothing Brand** | 2019

Photographer and Marketing Lead

A social media campaign for a clothing brand named Smile Child.

- Created a social media campaign on Instagram and company website for rebranding client
- Scouted locations and photographed marketing material
- Successfully gained 55% more followers after the campaign

## Education

### **Washington State University Vancouver** | BA: Digital Technology and Culture

Certificate in Social Media | December 2024