



## EDUCATION

**University of Colorado** - *May 2010*

**Boulder, CO**

**BS, Creative Advertising** - 3.93 GPA

**BA, Germanic Studies** - 3.92 GPA

- Dean's List - Awarded every semester from 2006 - 2010
- Phi Beta Kappa - Awarded for a commitment to academic excellence in the liberal arts and sciences
- CU 2010 Creative Advertising Show - Best Integrated Campaign, Best Guerrilla, Best Overall, Best Portfolio

## CURRENT POSITION

**University of Utah Executive Education and MBA Programs**

**Salt Lake City, UT**

**Assistant Manager of Marketing & Communications** - *January 2019 - Present*

**Administrative Program Coordinator, Marketing & Web Content** - *January 2018 - January 2019*

**Coordinator of Marketing and Communications** - *March 2016 - January 2018*

- Coordinate marketing efforts across four MBA programs and Executive Education open enrollment and certificate courses
- Train, support, and manage a team of 3 on-campus marketing coordinators
- Independently execute campaigns in both digital and traditional mediums: conception, negotiation and media buy, design, implementation, and installation
- Collaborate with department heads to identify areas for improvement and to collect, refine, and create new content
- Develop and execute online strategy while adjusting for best practices and deploying new tools and technologies to decrease workload and improve user experience
- Executed a complete redesign of the websites for the four MBA Programs and Executive Education, comprising over 300 pages across 6 WordPress instances

## PREVIOUS EXPERIENCE

**CustomInk**

**Digital Artist / Coaching Lead** - *April 2013 - November 2016*

**Charlottesville, VA**

**Production Artist** - *June 2012 - April 2013*

**McLean, VA**

- Created, edited, proofed, and finalized vector and raster artwork for digital and screen printing
- Interviewed, tested, and trained new artists. Created and managed training materials and lead cross-departmental training sessions
- Flexed between processing orders in productivity focused queues with a personal daily output goal of 300 orders, and detail focused queues of individual orders worth \$10,000 or more
- Collaborated with order expeditors and printers by providing systematic feedback to ensure a consistent and quality product

**Winsby Inc.**

**Evanston, IL**

**Research / Sales Center Manager** - *November 2010 - September 2011*

- Managed a team of 30 callers and directed daily operation for 60+ calling projects
- Hired and trained all new employees and monitored employee and project performance
- Redesigned the new employee training program using caller feedback to optimize program performance
- Collected and analyzed relevant consumer data for over 50 clients

**Leo Burnett**

**Chicago, IL**

**Art Direction Intern** - *Summer 2010*

- Participated in creative conceiving, storyboard art production, and digital design to create campaigns for McDonald's, Kellogg's, Hallmark, International Delights, and Allstate
- Developed strategy and creative for a \$30 million social media and word of mouth focused campaign as a new business pitch for Levi's
- Pitched campaigns to creative directors and executives, including the CEO and CCO of Leo Burnett

## PROFICIENCIES

Fluent in German  
Adobe Creative Suite  
Microsoft Office Suite

Content Management Systems (WordPress, Drupal, Wix, Squarespace)  
HTML and CSS  
Customer Relationship Management Systems (Salesforce)