

EXPERIENCE

Intrinsic Digital

REMOTE

DIGITAL DESIGN MANAGER

2024 - PRESENT

- Primary contact for creative team, ensuring the successful delivery of 500+ monthly creative assignments.
- Delivered valuable insights to optimize the company's SOPs, leading to a 35% increase in efficiency.
- Remade banner and ai video templates to increase efficiency and simplify workflows by 25%.
- Appointed by the CEO to establish and lead the company's AI Committee.
- Driving the implementation of GPTs to streamline departmental processes by up to 50%.

DIGITAL MARKETING COORDINATOR

2023 - 2024

- Thrived in a fast-paced startup environment, managing 2,000 clients and driving operational success.
- Leveraged cutting-edge technologies to produce animated banners and AI videos.
- Awarded Rookie of the Year for outstanding performance and contributions.

Self Employment

REMOTE

WEBSITE FOUNDER

2019 - PRESENT

- Customize websites with a focus on SEO: Ahrefs, Google Analytics, and Search Console.
- Projects with 1 Million+ yearly page views generate passive income from Google AdSense & Affiliates.
- Optimizations made with HTML, CSS, and Management of developers and 10+ motion designers.
- Work Samples included in my website portfolio. Latest project found at GamingBanners.com

MOTION GRAPHICS DESIGNER

2014 - PRESENT

- Profiting \$100-200/hr with industry-leading techniques in Adobe After Effects and Adobe Photoshop.
- Outsourced preliminary work to freelance designers to streamline processes and maximize profitability.

GAMING SERVER FOUNDER

2013 - 2023

- Established an innovative web-based game gaining over 1,000,000 unique users since launch.
- Generated gross revenue of \$500,000 with profits being allocated to college tuition and investments.

Valgistics

DRUMS, PA

DIGITAL MARKETING EXECUTIVE

2020 - 2023

- Utilized SEO, CRO, UI/UX, WordPress, and data analytics to drive e-commerce revenue growth.
- Conceptualized brand & marketing campaigns, with a progressive approach to deliver results.

University of Scranton

SCRANTON, PA

RESIDENT ASSISTANT

2018 - 2020

- Enabled a community in a building of 60 first year college students interested in entrepreneurship.

EDUCATION

University of Scranton

SCRANTON, PA

Bachelor of Science, Marketing **GPA** 3.66

2020

Minors Business Leadership & Business Analytics

Business Leadership Honors Program

- Accepting only 15 applicants per year, the Business Leadership Honors Program offers specialized leadership courses, an intricate mentorship program, and a seminar focused on emotional intelligence.

SERVICE

Habitat for Humanity

SCRANTON, PA

SECRETARY

2018 - 2020

- Supported our group of 30 members to bring people together to build homes, communities, and hope.

Search Retreat Leader

SCRANTON, PA

LEADER (86, 87) TEAM LEADER (91)

2018 - 2020

- Led various exercises to aid groups of 50 students in self reflection and personal development.