

## EXPERIENCE

### Intrinsic Digital

REMOTE

#### DIGITAL DESIGN MANAGER

2024 - PRESENT

- Primary contact for creative team, ensuring the successful delivery of 750+ monthly creative assignments.
- Leading a global team of designers to drive high-quality, impactful creative work for multiple verticals.
- Delivered valuable insights to optimize the company's SOPs, leading to a 50% increase in efficiency.
- Remade banner and ai video templates to increase efficiency and simplify workflows by 100%.
- Selected by the CEO to lead the AI Committee, driving AI + GPT adoption to streamline processes.

#### 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 over-the-top contributions.

### Self Employment

REMOTE

#### WEBSITE FOUNDER

2023 - PRESENT

- Built and scaled multiple SEO-optimized websites, driving over 100K monthly page views.
- Created an automated animated graphics market with 25K downloads and 500 paid orders.
- Lead 15 motion designers to offer over 100 designs. Website Link: [GamingBanners.com](https://GamingBanners.com)

#### MOTION GRAPHICS DESIGNER

2014 - PRESENT

- Profiting \$100-200/hour with industry-leading techniques in Adobe After Effects and Adobe Photoshop.
- Recruited freelance designers to manage preliminary work; enabling increased production and 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 (HYBRID)

#### DIGITAL MARKETING EXECUTIVE

2020 - 2023

- Leveraged Wordpress, SEO, CRO, and analytics to improve user experience and e-commerce revenue.
- Conceptualized brand & marketing campaigns, with a progressive approach to deliver results.

## EDUCATION + SERVICE

### 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.

#### Resident Assistant

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

### Habitat for Humanity

SCRANTON, PA

#### SECRETARY

2018 - 2020

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

### Search Retreat Leader

SCRANTON, PA

#### LEADER x2, TEAM LEADER x1

2018 - 2020

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

## SKILLS

### DESIGN

- Photoshop
- After Effects
- Premiere Pro
- Creatopy
- Canva

### WEBSITE

- Wordpress
- Domain Setups
- Google Analytics
- HTML + CSS
- SEO + CRO

### BUSINESS

- Design Manager
- Project Leader
- Communicator
- Solutions Oriented
- Operations Expert

### TOOLS

- AI + GPTs
- Asana
- Hubspot
- Microsoft Office
- Finance