

## SKILLS

### BUSINESS

- Design Manager
- Project Leader
- Communicator
- Operations Expert
- Data Analysis

### DESIGN

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

### WEBSITE

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

### TOOLS

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

## EXPERIENCE

### Intrinsic Digital

#### DIGITAL DESIGN MANAGER

REMOTE

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 35% increase in efficiency.
- Redesigned Animated Banner and AI video templates, cutting production time by 25%.
- Appointed by the CEO to lead the AI Committee, driving AI + GPT adoption to streamline processes by 50%.

#### DIGITAL MARKETING COORDINATOR

2023 - 2024

- Thrived in a fast-paced startup environment, managing 2,000 clients and driving operational success.
- Utilized advanced technologies to deliver high-impact ad campaigns, animated banners, and AI videos.
- Awarded Rookie of the Year for outstanding performance and contributions.

### Self Employment

#### WEBSITE FOUNDER

REMOTE

2020 - PRESENT

- Built and scaled multiple SEO-optimized websites that drive over 100K monthly page views.
- Created an automated animated banner generator with 40K downloads and 650 paid orders since 2023.
- Collaborated with 15 motion designers to offer over 125 designs. Website Link: [GamingBanners.com](https://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

#### DIGITAL MARKETING EXECUTIVE

DRUMS, PA

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.