

SKILLS

BUSINESS

- Team Leader
- Project Director
- Communicator
- Operations Expert
- Data Analysis

DESIGN

- Photoshop
- After Effects
- Premiere Pro
- TheBrief.AI
- Canva

WEBSITE

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

TOOLS

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

EXPERIENCE

Intrinsic Digital

REMOTE

DIRECTOR OF DIGITAL MARKETING

AUG 2025 - PRESENT

- Leading a global creative team, delivering animated banners and AI Videos to over 3,000 clients.
- Achieved 1,000% growth over 2 years with a focus on creative processes and design optimizations.

DIGITAL DESIGN MANAGER

SEP 2024 - AUG 2025

- Primary contact for creative team, ensuring the successful delivery of 1,000+ monthly creative assignments.
- Leading a 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.
- Redesigned Animated Banner and AI video templates, cutting production time by 35%.

DIGITAL MARKETING COORDINATOR

MAY 2023 - SEP 2024

- Managing 1,000 clients to deliver high-impact ad campaigns, animated banners, and AI videos.
- Appointed by the CEO to lead the AI Committee, driving AI + GPT adoption to streamline processes by 50%.

Self Employment

REMOTE

GAMING BANNERS FOUNDER

2020 - PRESENT

- Created an automated animated banner generator with 50K downloads and 1,000 paid orders since 2023.
- Built and scaled SEO-optimized website that drives over 100K monthly page views.
- Collaborated with 15 motion designers to offer over 125 designs. Link: 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

- 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.