
SKILLS: PROFESSIONAL COMMAND OF ADOBE:

PHOTOSHOP INDESIGN
ILLUSTRATOR DREAMWEAVER

MARKETING KNOWLEDGE AND SKILLS:

BRANDING SOCIAL MEDIA
WEB DESIGN EMAIL CAMPAIGNS
PRINT & WEB CAMPAIGNS B2B RELATIONS

EDUCATION:

UNIVERSITY OF CENTRAL FLORIDA
2013 - 2016
BACHELORS OF SCIENCE IN BUSINESS
ADMINISTRATION, MARKETING MAJOR

DAYTONA STATE COLLEGE
2011 - 2013

ASSOCIATE OF ARTS DEGREE,
GRAPHIC DESIGN WITH HONORS

EXPERIENCE: 3N2 SPORTS - SENIOR GRAPHIC DESIGNER
AUG 2015 - PRESENT

OVERSEE CREATIVE DEVELOPMENT FOR NEW PRODUCTS
AND ADVERTISING.

DEVELOP LOGOS AND BRANDING FOR TEAMS AND PLAYERS
UP TO MAJOR LEAGUE BASEBALL.

DESIGN PRINT MARKETING MATERIALS INCLUDING
BROCHURES, FLYERS, LETTERHEAD AND DIRECT MAIL
PIECES.

DEVELOP, PLAN AND IMPLEMENT MARKETING ACTIVITIES TO
INCREASE VALUE TO NEW AND EXISTING BRANDS.

CRAFT MARKETING STRATEGIES FOR EMAIL CAMPAIGNS,
IMPLEMENT, AND TRACK PERFORMANCE.

MANAGE SOCIAL MEDIA PRESENCE TO INCREASE BRAND
AWARENESS AND DRIVE COMMUNITY ENGAGEMENT.

MENTORING AND MANAGING OUR TEAM OF DESIGNERS.

CERTIFICATES:

2016 - THE LOCATION ADVANTAGE
ESRI MOOC PROGRAM

EXPLORE HOW LOCATION ANALYTICS CAN BE
USED IN BUSINESS USING ARCGIS ONLINE AND
ESRI BUSINESS ANALYST.

2016 - GOING PLACES WITH
SPATIAL ANALYSIS
ESRI MOOC PROGRAM

GAIN HANDS-ON EXPERIENCE WITH AUTHENTIC
SPATIAL ANALYSIS WORKFLOWS IN A
CLOUD-BASED MAPPING ENVIRONMENT.

2016 - EARTH IMAGERY AT WORK
ESRI MOOC PROGRAM

EXPLORING HOW TO INTERPRET AND ANALYZE
IMAGERY, INCLUDING IMAGERY COLLECTED BY
SATELLITES, LIDAR, AND DRONES. GAIN HANDS-ON
EXPERIENCE WITH AUTHENTIC IMAGERY
ANALYSIS WORKFLOWS USING THE LATEST GIS
TECHNOLOGY.

NTO CREATIVE
SEPT 2014 - DEC 2015
ADVERTISING MANAGER

I-TRADE FX / MTI
JAN 2007 - AUG 2009
GRAPHIC DESIGNER

TACTICAL MACHINING
MAY 2011 - SEPT 2014
BRAND MANAGER

SIGNAL SIX DESIGN
AUG 2005 - DEC 2006
GRAPHIC DESIGNER

AWARDS

2008 MARKETER OF THE YEAR
WITH MARKET TRADERS INSTITUTE

ORGANIZATIONS

