
SKILLS

Adobe Photoshop	Customer Service	Microsoft Office	Capcut
Adobe Premiere Pro	Leadership	Google Workspace	TikTok
Camera Raw	E-Commerce Platforms	Canva	Instagram
Canon Cameras	Social Media Management	Hootsuite	Facebook
Sony Cameras	Social Media Content Creation		X

EDUCATION

UNIVERSITY OF CINCINNATI

Bachelor of Fine Arts | School of Design, Architecture, Art, and Planning

GPA 3.9 | 2019 - 2023

EXPERIENCE

SOCIAL MEDIA MARKETING

Clothes Mentor OUAC | August 2024 - Present

- Develops and executes social media strategies to showcase brand identity, promote collections, and engage the target audience.
- Creates and curates visually compelling content, including photos, videos, and graphics, tailored to each platform.
- Monitors performance metrics, analyzes trends, and optimizes campaigns to drive growth and engagement.
- Led a social campaign around our Girls Night Out event that increased our sales on the event day by 240% over the goal.
- Engages with community daily by responding to comments, direct messages, and interactive stories.

VIDEO PRODUCTION INTERN

First Community Church | August - October 2024

- Assisted in shooting high-quality content for various platforms, ensuring alignment with church branding and goals.
- Assisted in camera, lighting, and audio set-up, and ensured all shots were executed according to creative vision/production plan.
- Managed camera operations during live production, adjusting in real-time to ensure seamless execution.

VIDEOGRAPHER

Camp Akita | May 2021 - August 2024

- Produced captivating and engaging video content to craft compelling narratives that effectively conveyed the camp experience.
- Demonstrated proficiency in Adobe Premiere Pro to meticulously piece together footage, incorporate color grading and enhance visuals.
- Led and executed dynamic creative direction on every project.

SOCIAL MEDIA AND WEB DESIGN INTERNSHIP

Pyramid Hill Sculpture Park and Museum | January - April 2022

- Worked flexibly by using graphic design, photography, and videography to create social media posts.
- Collaborated with the park marketing team on design decisions for the park website, researched trends, and assisted in creating newsletters and press releases.
- Assisted with creating graphics, captions, and layouts for Instagram and TikTok to support park events and exhibitions.
- Monitored engagement metrics and provided weekly insights to optimize creative performance.

ADDITIONAL CREATIVE ROLES

- Social Media Manager and Content Creator for Hallowrama.com | September 2024 - Present
- Freelance Photography and Videography | May 2019 - Present
- Contract Event and Ad Campaign Photography with the Cleary Company | December 2023 - January 2024
- Contract Videographer with Kappa Delta Sorority | August - September 2021
- Photography Internship with Bunbury Music Festival (Promowest Productions) | June 2018