

EDUCATION

B.A. in Communication Arts 2008
University of West Florida, Pensacola, FL
Concentration: Advertising **Minor:** Studio Art, Digital Media

EXPERIENCE

Director of Branding and Design 9/21 - Present
University of West Florida, Institutional Communications, Pensacola, FL
Responsible for visual components of the UWF Brand, institutional brand management, vendor management and overseeing departmental designers and design output from all teams. Assists with developing monthly content strategies for media placements, campus digital signage and uwf.edu homepage. Serves on OIC leadership team.

Art Director 5/16 - 9/21
University of West Florida, Institutional Communications, Pensacola, FL
Responsible for the visual components of the university's marketing, communication and branding efforts, with a primary role of developing creative concepts to support strategic messaging. Managed the department's graphic designer and oversaw all design projects from concept to completion. Worked closely with web, photo and video teams to ensure alignment with institutional brand. Served as a member of the department's leadership team dealing with brand management, department and institutional goals, strategies and overall visibility for the university.

Senior Graphic Designer 12/10 - 5/16
University of West Florida, Institutional Communications, Pensacola, FL
Worked closely with creative team to formulate design concepts and layouts for print, web projects and campaigns for institutional branding efforts and for departmental needs and initiatives.

Freelance Graphic Designer 01/08 - Present
Various
Designs diverse projects for various local companies.

Senior Graphic Designer 10/08 - 6/11
Insight Marketing Communications, Navarre, FL
Worked closely with the creative team to develop design concepts and layouts for print, web, email, social media outlets and other integrated marketing projects and campaigns for clients.

Graphic Design Intern 06/08 - 8/08
Pall Mall Printers and Stationers, London, UK
Created designs for t-shirts, product tags and other promotional items for Pall Mall Printers and Stationers' client Ripley's Believe It or Not London Museum gift shop and was responsible for meeting with Ripley's suppliers and printers to discuss color choices and concepts for products.

Graphic Design Intern 01/08 - 05/08
Gulf Breeze News / Splash Magazine, Gulf Breeze, FL
Created both print and web ads to be incorporated into the layout of magazine and newspaper pages and assisted in the redesign of Splash Magazine.

HONORS & ACHIEVEMENTS

2023, 2020 American Advertising Federation Local ADDY Best of Show Print Award Winner

2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009 American Advertising Federation Multiple Local ADDY Award Winner

2022, 2016, 2015 Graphic Design USA American Inhouse Design Award Winner

2021 American Advertising Federation Local ADDY Best of Show Campaign Award Winner

2020, 2012, 2010 American Advertising Federation Local ADDY Judges Choice Award Winner

2019 Gold Case District III Award

2017 UWF Division of University Advancement Award of Distinction

2017, 2016, 2015 UWF Nautilus Excellence Award Nominee

2014 Pensacola Independent News Rising Star

2012 M&CS Rock S.T.A.R. Award Inaugural Recipient

2012, 2010 Graphic Design USA Magazine Award Winner

2010, 2009 Southern Public Relations Federation Lantern Award Winner

2009 District 4 American Ad Fed Silver ADDY Award Winner

PROFESSIONAL DEVELOPMENT

Foundations of User Experience (UX) Design Google Course 2022

HOW Design Conference 2012, 2013, 2014, 2022

AIGA Design Conference 2015

ORGANIZATIONAL INVOLVEMENT

Pensacola Ad Fed 2011 - Present
Member
Student ADDY Judge (2021)

Alpha Gamma Delta Sorority 2004 - Present
Vice President Campus Relations (2008)
Membership Coordinator (2007)
Ritual Chair (2006)
Co-treasurer (2005)
Received Award for Highest Graduating GPA and Superlative for "Most Patient"