

EXPERIENCE

Lia Sophia - Web Producer | 2013 - Present

- Concept, design and produce all consumer online marketing material including web pages, eNewsletters, social media graphics, eVitations, web banners, standalone microsites.
- Evolved the look of Lia Sophia's branded consumer materials by incorporating new design elements and typographic styling to create a fun yet still clean look as opposed to the previous more "corporate" look and feel.
- Provide ideas during brain storming sessions for a wide array of company initiatives including sales promotions, internal and external communication messaging, product catalog layout, social marketing campaigns.

Lia Sophia - Online Administrator | 2013

- Managed all content posted to the company website and internal file archives as well as ensured content is current and accurate.
- Collaborated with graphic designers, writers, product designers, buyers, legal counsel, customer service reps and executives in order to produce concise communications reflective of input from each department.
- Provided technical support for HTML and CSS issues.

EM Design - Freelance design brand | 2011 - 2014

- Designed fresh and exciting new show campaign for Fashion Week Brooklyn's Spring/Summer 2015 fashion show.
- Developed a digital advertising promotional for popular artists Rick Ross and T-Pain's concert.
- Created a faith inspired brand identity for WYLL's Faith Marketplace radio program.

SKILLS

Personal

- Leader, I function at a high level in team environments and will step into a leadership role when necessary. Earned Eagle Scout Award in 2007.
- Passionate, I am driven to improve on every aspect of design. I am always willing to learn from others. I take my work seriously and care about every peice I put my name on.
- Proactive, if I see something than needs to be done I do it.

Technical

- Expert proficiency in Adobe Creative Suite software.
- Proficient in HTML and CSS.
- Skilled in typography, content layout, and color choice with strong attention to detail.
- Experienced with both web and print media.

EDUCATION

B.S in Arts Technology - Illinois State University 2012



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