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EDUCATION

UNIVERSITY OF DELAWARE

BFA Visual Communications 2019

Explored visual problem solving through design, typography, advertising and other mediums

UD Presidential Scholarship
3.6 GPA

VISUAL COMMUNICATIONS UK

London Study Abroad, Summer 2018

Five week intensive discovery learning program. Focusing on Design and Advertising, visits included Mother, Saatchi and Saatchi, Pentagram, and Weiden + Kennedy. Completed and presented briefs to J. Walter Thompson.

SKILLS

Adobe Creative Suite

Branding & Identity

Art Direction

Social Media

Marketing Design / Planning

Creative & Strategic Thinking

Photography & Animation

Video Editing

CERTIFICATIONS

REDUCTION®

RED Digital Camera Training

3-Day intensive program taught by industry professionals, committed to the development of hands-on skills and knowledge of RED's workflow process.

LIONS Nano MBA on Advertising 101

Certification of Passing Completion

Advertising Masters with Cannes Lion

**MORE IMPRESSIVELY PORTRAYED ON MY
MOM'S FACEBOOK PAGE.**

A CREATIVE. A STORYTELLER. A NEW SOUL.

PROFESSIONAL EXPERIENCE

MARS WRIGLEY

Art Director, January 2025 - Present

Led end-to-end creative development across Mars Wrigley's confectionery portfolio delivering brand-forward campaigns and multi-channel (digital, social, shopper, print) visual assets. Collaborated cross-functionally with marketing and brand teams to translate strategy and consumer data into high-impact creative. Upheld brand standards and supported global marketing initiatives via cohesive brand storytelling and identity. Collaborations include: Kate Spade New York, Wicked: For Good (Universal), the NFL, EA Sports, glaad, KISS Cosmetics.

MARS WRIGLEY

Social Media Content Producer, March 2020 - January 2025

Responsible for ideation and creative production of content on social media (paid and organic) across the Mars portfolio. Led the company's introduction to TikTok via the launch of the first in-platform assets. Produced, art directed, and captured 360 product campaigns across social, dComm, brand websites, and OOH. Collaborated with internal brand teams and external creative/media partners to create innovative work that drives leverages social listening to drive brand awareness and encourage fan engagement.

RED TETTEMER O'CONNELL + PARTNERS

Creative Intern, Winter Intensive 2019

Worked closely with multiple creative teams through designing brand extensions and experiences, conceiving for social media rollouts, and copywriting for TV spots. Clients included Dietz & Watson, Craftsman, Sierra, Nature's Bakery and Reyka.

UDANCE DANCE MARATHON

Director of Media, May 2016 - September 2018

Led a team of creatives, overseeing and contributing to graphic design, website design, photography, and videography. Worked to raised money and awareness in a year long effort for the Andrew McDonough B+ Foundation to fight childhood cancer.

INVOLVEMENT

RUMBLE BOXING HOBOKEN

Manager on Duty, March 2024 - Present

Managed daily studio operations and workflow while upholding Rumble Boxing's brand culture. Delivered high-level customer service: specifically with issue resolution to ensure retention and a positive client environment. Handled CRM updates, bookings, retail sales, and inventory management. Supported sales by promoting memberships, and processing transactions.

BALTIMORE RAVENS PLAYMAKER

Team Member, April 2022 - February 2023

Represented and promoted the Baltimore Ravens not only through fan-engagement on game days, but by attending multiple Ravens sponsored events as well as volunteering at charity events throughout the state of Maryland.