

EXPERIENCE

Social Media Planner

April 2022 - Present (temporary role)

L.L.Bean | Freeport, ME

- Schedule and maintain organic social content calendar
- Ideate and concept social content to increase engagement
- Monitor and engage with audiences across all social channels
- Analyze and evaluate social content performance in order to inform strategy and creative direction
- Oversee and manage social content approvals and workflows
- Source and create social content to be published across all platforms (Instagram, Facebook, Twitter, LinkedIn)

Associate Creative Designer

February 2020 - Present

L.L.Bean | Freeport, ME

- Build web pages for the branded content section of the site
- Develop organic social assets that utilize animation and interactive elements to increase engagement
- Design emails promoting narrative branded content and emails promoting Outdoor Discovery Programs
- Develop various site banners and exposures
- Create icons and illustrations for new areas of the site as needed

Design Intern

June 2019 - February 2020

L.L.Bean | Freeport, ME

- Created banners, social media posts and site assets
- Designed emails that were sent to the company's email subscribers
- Collaborated with the UX team to update and modernize the website

Graphic Design Intern

October 2018 - May 2019

Inspira Marketing | Norwalk, CT

- Designed infographics for the company newsletter and blog
- Translated print infographics into motion graphics in Adobe After Effects
- Made a variety of still and motion graphics for social media platforms

Design Sprout (Intern)

June - August 2018

Krative, LLC | New Haven, CT

- Designed and branded client websites in Wordpress
- Worked with internal business incubator to define brand values and apply them to logos and websites

Design Assistant

June 2016 - August 2017

Colby College, Office of Communications | Waterville, ME

- Designed and created posters, flyers and brochures
- Organized the College's image library

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EDUCATION

Quinnipiac University

B.A. Graphic and Interactive Design

B.A. Journalism

Summa Cum Laude

SKILLS

Adobe Creative Suite(Photoshop, InDesign, Illustrator, After Effects, Lightroom), Sprout Social, Sketch, Wordpress, HTML/CSS, Photography

AWARDS

Graduated Summa Cum Laude

Dean's List: Fall 2015 - Fall 2020

Lambda Pi Eta Communications

Honor Society

Most Valuable Player of Quinnipiac Bobcats Sports Network, Fall 2016

Winner of the Typography Category, Quinnipiac AIGA Design Showcase, Spring 2018