

EXPERIENCE

FREELANCE ACD / CREATIVE LEAD

Various Ad Agencies & Clients / 09.18 – Present

Clients: Apple, Athleta, Capital One, LEGO & more
Creative lead for pitching & producing campaigns
Provide bold leadership & empathetic mentorship

FREELANCE CREATIVE LEAD

Factor Embedded at Google / 06.17 - 08.18

Collaborated with clients & led creative development
Defined new creative processes & team structures
Worked on a variety of external & internal projects

SENIOR COPYWRITER

Apple / 08.14 - 06.17

Primary writer for multiple launch products
Editorial marketing for Apple Music, TV & App Store
Collaborated on cross-functional teams
Presented & sold through work to high level execs

COPYWRITER

Team One / 06.13 - 08.14

Wrote for print, digital & web videos
Worked on photoshoots from concept to final edit
Created an unprecedented web experience

FREELANCE COPYWRITER

Goodby, Silverstein & Partners / 10.12 - 05.13

Traditional & nontraditional advertising
Executed long-term launch project
Created & presented creative decks directly to clients

INSTRUCTIONAL DESIGNER & WRITER

Various Clients / 02.11 - 11.12

Designed & developed course material
Taught professional classes internationally
Created & edited technical documents

DIRECTOR OF OPERATIONS

Corral - Start-Up Nonprofit / 11.09 - 02.11

Responsible for rehabilitation of 20 teen participants
Oversaw 300% growth of organization
Developed curriculum for at-risk youth
Created external collateral including web & print

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

BA in English Literature

Major GPA: 3.9

Overall GPA: 3.7

Full-time student with a full-time job

FLORIDA STATE UNIVERSITY

English Lit & Religious Studies

Double major with 3.8 GPA

Student Ambassador 2004

Equestrian Team Secretary 2004

ETCETERA

Proficient with Adobe Creative Suite
Conceptual, collaborative & strategic
Former horse whisperer
Confident in presentation
High emotional intelligence
Great eye for design
Endless appetite for challenges



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