

EXPERIENCE

EVERYWHERE // FREELANCE CREATIVE DIRECTOR

08.18 – Current

Clients: Kona, Harley-Davidson, Athleta, Capital One & more
Expertise at transforming strategy into winning pitches
Endless ability to generate original campaign concepts
Deep interest in mentoring & developing younger creatives
Comfort with gaining executive level buy-in & client relations
Familiarity with live-action, CG & found footage production

APPLE INC. // ACD & SENIOR CREATIVE

Freelance 05.20 – 03.21 // Full Time 08.14 – 06.17

Supervised & mentored a team of 4 writers
Created best-in-class web experiences for global launches
Collaborated with cross-functional teams & leadership
Created campaigns for original TV series, App Store & more

GOOGLE // FREELANCE CREATIVE LEAD

06.17 – 08.18

First writer for a small embedded team at Google
Led creative development on external & internal projects
Partnered directly with clients, inventors, design & dev teams
Defined new creative processes & team structures

TEAM ONE // COPYWRITER

06.13 – 08.14

Successfully pitched one-of-a-kind emerging tech experience
Primary writer for an entire rebrand for luxury client
Contributed to art direction for photoshoots, video edits, etc.

GOODBY // FREELANCE COPYWRITER

10.12 – 05.13

Presented & sold-through work to clients
Wrote copy spanning a variety of lengths, tones & media
Executed a unique long-term launch project

INSTRUCTIONAL DESIGNER & WRITER

02.11 – 11.12

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

NONPROFIT // DIRECTOR OF OPERATIONS

11.09 – 01.11

Co-founder of a nonprofit serving at-risk teen girls
Wrote public & private grants with 75% success
Oversaw programmatic growth by 300% in 12 months

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

B.A. 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
Fluent with all Google Drive products
Can quickly adopt a variety of tones
Sharp POV & bold decision-maker
Former horse whisperer
Conceptual, strategic & collaborative
Culturally curious
Confident in presentation
Passionate & empathetic mentor
High emotional intelligence
Excellent pattern recognition
Great eye for blind spots
Massive appetite for challenges



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