

CONTACT

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PROFESSIONAL
EXPERIENCE

Brand Design Manager | January 2024 - Present

Ascent Integrated Tech

- Oversee the marketing department, managing the budget, streamlining internal communication, setting and tracking goals, and driving the creation of impactful content.
- Develop a sustainable lead generation engine that accelerates sales team growth, boosting website conversions by 400%—*increasing inbound leads from 1 to 5 per month*.
- Strengthen company brand presence in the fire service, with a focus on third-party media placement- Firehouse, Fire Engineering, Fire and Safety Journal.

Graphic Designer | June 2023 - January 2024

- Conduct market research on competitors to inform and refine marketing strategy and SEO.
- Led the strategy and execution of quarterly digital marketing campaigns, including an event-focused campaign with a 1.75% conversion rate.
- Collaborate with engineering, sales, and business development to align messaging and deliver impactful solutions to the external market.

Marketing Intern | September 2022 - June 2023

- Manage and engage all social media accounts, creating content that shows Ascent's unique character- LinkedIn, Facebook, Instagram.
- Create brand guidelines to ensure consistency across visuals like business cards, pitch decks, website.
- Design and coordinate with vendors to produce all company merchandise.

EDUCATION

University of Illinois at Urbana-Champaign | 2021 - 2023

B.F.A. in Graphic Design

- GPA: 3.9
- Relevant Coursework: Interaction Design Foundations, Type and Image, Design Methods

Parkland College | 2019 - 2021

A.F.A. in Art and Design

- GPA: 4.0
- President, Art and Design Club

SKILLS

Design Software | 2019

Adobe Creative Suite, Figma, Capcut, Canvas

Web Development | 2022

Wordpress, HTML, CSS

- Proficient in typography, branding, and layout design
- Experience working in high-pressure, fast paced environments
- Skilled in designing print material