



Just a girl, sitting in front of her computer with a bourbon in hand - gracefully tapping CTRL+Z to the beat of Roy Orbison on vinyl.

BRANDING PRINT & DIGITAL COLLATERAL

SOCIAL | EXPERIENTIAL | VIDEO

*bringing out the best
in your brand since 2001*

THE SPECIAL SAUCE

- > Exposure to a heavy load of experiential design early in my career gave me the skillset to understand customer/experience, develop a project from conception to completion, as well as master the art of project/time management.
- > Contributed to \$1M+ in business won via the design of signage, collateral & other brand opportunities in partnership with sports teams at stadiums/arenas across the country, jewel events in North America and London, & roadshows.
- > Streamlined brand resources & user experience in SharePoint platform, giving employees the tools (including development of templates & training videos) to create on-brand material, helping give the global organization a more cohesive visual presence in both the B2B & B2C space.
- > Instrumental in communicating a message to foundation donors helping raise \$2M+ by creating a recognizable brand & supporting creative, inclusive of event material & publications.
- > Increased awareness of affordable & sustainable homeownership efforts for national bank. Marketing material and event video has resulted in business, product, & partnership development.

How can I turn your challenges into successes? Your Kraft singles into brie? Your Wonderbread into focaccia? Let's dig in.

THE CLASSICS

Side dishes

Ascension All Saints Foundation
Heaven's Table BBQ
Capitol Bank
Girl Scouts - Wisconsin Southeast
Safe & Sound Organization - Nonprofit



Mitel

Manager, Brand & Creative
3/2020 – Present
*Sr Designer/
Global Brand Manager*
2/2018 – Present



U.S. Bank

Graphic Designer
8/2009 – 2/2018



Northwestern Mutual

Production Designer
Field Training 9/2008 – 4/2009
Graphic Designer
Creative Services 5/2008 – 8/2008



Cramer-Krasselt

Graphic/Production Designer
2/2005 - 2/2008



Northwestern Mutual

Production Designer
Field Training 2003 – 12/2004

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