
 **Proficient in Adobe Creative Suite software**  
PHOTOSHOP, IN DESIGN, ILLUSTRATOR, PREMIERE PRO & AFTER EFFECTS

 **Proficient in Microsoft Office Suite programs**  
OUTLOOK, WORD, POWERPOINT & EXCEL

 **Adverting Admin for**  
GOOGLE, FACEBOOK CRAIGSLIST & THUMBSTACK

 **Fluent in Dutch**



**Temple University** 3.5 GPA  
Bachelor in Communications  
Philadelphia, PA  
Graduated January 2013

**MAJOR**  
Advertising with a concentration in Art Direction and Graphic Design  
**MINOR**  
Fine Arts

School of Media and Communications, International Study Away Program in Rome (August - December 2012)



**Pond Lehocky's Torn Apart Campaign ADDY® Awards (American Advertising Awards), 2015**  
National Gold ADDY® award, National Silver ADDY® award, 6 Regional Gold ADDY® awards, and 2 Regional Best of Category ADDY® awards

**Pond Lehocky Spirit Award, 2015**

**DEC Most Valuable Advertising Team Player, 2012**

**Design by Dutchess**  
Freelance Graphic Designer

Kintnersville, PA (Remote)  
March 2020 - Present

Create websites and logos for clients across a large spectrum of industries. Crush Wix websites in less than a weeks time. Design logos within a 72 hour timeframe. Five star Google and Facebook reviews. Create and optimize advertising campaigns  
*Custom Pool Tables* **XotikPlay.com** | *Country Rock Band* **LetsRideBand.com**  
*Pool Installers* **ASAPPoolInstallers.com** | *Wheel Repair* **WheelsCarsandMore.com**  
*America's 1st African American Super Model's Ecommerce Clothing* **HouseofVRC.com**

**Coffee Bean Direct, LLC & Tattle Tea Co** Frenchtown, NJ  
Creative Director September 2016 - March 2020 (COVID)

- Paired business strategy with customer-driven insights, such as Google Analytics, to guide visual user interface web redesign solutions to UX/IT coders for e-commerce roasterie selling both to business-to-business and business-to-consumer
- Updated all packaging to reflect ever-changing warning and safety label regulations, including trademark registration, prop 65 warnings and FDA labeling compliance
- Elevated the Coffee Bean Direct brand into a delightful lifestyle brand, with the tagline "Happiness is Brewing". Designed unique packaging for reserve and value collections
- Rebranded Tattle Tea, including the logo, tagline "Happiness is Steeping" and packaging.
- Used A/B testing to confirm that front end web design changes successfully filtered more than 10% of consumers through the purchase funnel, and resulted in 20% less bounce rates

**Pond Lehocky Stern Giordano, LLP** Philadelphia, PA  
Graphic Designer June 2013 - September 2016

- Anchor point for all creative services at a national Workers' Compensation and Social Security Disability law firm. I designed a clear visual identity across multimedia platforms, parallel to the company's brand guidelines
- Implemented campaign concepts and created three national commercials and over 300 billboards, using Adobe Creative Suite. The commercial air locally during Super Bowl 2016
- Worked with over 20 publications and 15 printers on deadline. My role in marketing efforts resulted in raising marketing case intakes over 1000% from 2013 to 2015

**Thomas Jefferson University Hospitals** Philadelphia, PA  
Presentation Consultant April - June 2013

- Collaborated with The East Jefferson General Hospital Marketing Communications Department, an in-house agency for Thomas Jefferson University Hospitals
- Created an exciting and visually sharp animated Prezi presentation for the hospital's annual conference of over 500 administrators. It was very well received and was the highlight of the conference

**D4 Creative Group** Philadelphia, PA  
Graphic Designer January - April 2013

Content creator for print and digital media for a full-service advertising agency. I made unique and compelling social media content for over seven clients across various industries, including Comcast and Pond Lehocky, with a focus on increasing customer engagement

**DEC: Diamond Edge Communications** Philadelphia, PA  
Creative Director August 2011 - May 2012

At Temple University, I served as creative director on six client campaigns in the DEC program, a pioneer in student-run advertising agencies. I pitched strategy and created the tactics which resulted in six secured contacts for upcoming years