

EDUCATION

Bachelor of Fine Arts

Graphic Design Major

Towson University

Graduated with Honors, May 2015

Howard High School

Graduated with Honors, May 2011

Applications and Research Laboratory

Graphic Design Career Academy, 2010-2011

SKILLS

Industry Knowledge

Graphic Design
Photography
Typography
Email Marketing
Social Media
HTML Coding
Photo Editing
Web Design

Tools & Technology

Illustrator
Photoshop
InDesign
Microsoft Office
Dreamweaver
Adobe Acrobat
Squarespace
WordPress
Salesforce/Pardot
Canva

ACCOMPLISHMENTS

iStock & Getty Images Photo Contributor

7 photos submitted & included in the iStock Essentials Collection library, available for purchase & download • Since May 2017

Certifications

Social Media Marketing Certification

HubSpot Academy • Issued August 2023

Email Marketing Certification

HubSpot Academy • Issued October 2020

Content Marketing Certification

HubSpot Academy • Issued October 2020

Advertising & Design Proficiency Assessment

PrintED/Skills USA • Issued May 2011

FUN STUFF

Food Blogger @DMVFoodScene

Instagram-based food blog including reviews of local restaurants, bars, breweries and wineries in the DC, Maryland and Virginia area alongside my photographs. Over 3,000 total followers • Since March 2021

EXPERIENCE

September 2015–Present | Arrow Investment Advisors | Laurel, Maryland

Senior Marketing Specialist

- As the sole member of the Marketing department, design all digital and print marketing materials for each of Arrow's three subsidiaries while adhering to strict guidelines to ensure compliance with SEC and FINRA legal requirements.
- Ensure company design standards across all media including websites, online and printed marketing materials, as well as sales presentations and emails.
- Acquired comprehensive knowledge of the financial industry in a short period, enabling me to create marketing materials that support sales staff efforts to increase company revenue.
- Design and continually update content on websites for Arrow Funds (ArrowFunds.com) as well as its subsidiaries including Archer Distributors (ArcherDistributors.com), Arrow Investment Advisors (AIAInvestments.com) and Arrow Insights (ArrowInsights.com).
- Independently develop, design and implement email campaigns in a timely fashion, and analyze email metrics to ensure high deliverability and open-rates.
- Produce a weekly online newsletter for several hundred financial professional subscribers, as part of a team, ensuring weekly deadlines are met.
- Communicate with Arrow's printing vendor directly to ensure quality of materials, timeliness of print collateral and delivery of shipments to various locations across the United States.
- Combine and organize materials, data and performance numbers from multiple internal and external sources in a timely fashion to create concise presentations for quarterly board meetings.
- Update product fact sheets and other marketing materials on a quarterly basis, with an attention to detail to confirm the accuracy of portfolio holdings data and performance numbers before submitting to compliance for approval, followed by printing and posting online.
- Design, curate photographs for, create charts and graphs, and align large amounts of text in annual Market Outlook brochure, ranging in size from 50-100 pages in length using InDesign.
- Create illustrations and imagery in Illustrator and Photoshop for various marketing materials including logos, infographics and graphics to better tell a story.
- Design and implement advertisement imagery and videos through LinkedIn Advertising, with over 455,000 total impressions in a 2-month time span.

March 2016–Present | Baltimore Bead Society | BaltimoreBead.org

Webmaster

- Review WordPress website for overall enhancements and updates. Update website as needed, with short notice, in a timely fashion.

June 2015–August 2015 | Howard County Public School System | Ellicott City, Maryland

Graphic Design Intern

- Redesigned and recreated several large documents for the Office of School Planning including the Feasibility Study and the Capital Budget.
- Redesigned and digitally recreated several Howard County school mascots and Board of Education seal for large format use, using Illustrator.

March 2014–August 2014, January 2015–May 2015 | Pandora A/S | Columbia, Maryland

Graphic Artist Intern

- Created unique advertisements for Pandora and Pandora-affiliated stores, featuring magazine and newsprint ads, billboard ads, web banners, in-mall and in-store signage while maintaining the Pandora corporate brand standards, all while working directly with individual store owners.
- Worked with Pandora jewelry products in the photography studio, assisted with lighting and photography production, and post-production through Photoshop to create personalized and unique campaigns.

January 2015 | Howard County Public School System | Ellicott City, Maryland

Graphic Design Contractor

- Redesigned and updated the Spanish version of the school system's Student and Parent Handbook, using translated text.