

Experience

KANEKO

Marketing & Communications Manager | Oct 2017 - October 2018

- Conceptualized branding and campaign strategy for highly interactive exhibitions resulting in over 40,000 attendees with visitors from 46 states and 6 countries.
- Managed and grew a digital database of over 10,000 constituents engaging our audience through targeted digital and print marketing materials.
- Curated and maintained our social media presence which increased our Facebook following by 35% and more than doubled our Instagram following within 6 months.
- Wrote and sent all press releases attracting coverage from national publications including the Washington Post, Creative Boom and Art Daily.

DayCloud Studios

Lead Designer | Nov 2016 - Sept 2017

Designer | October 2014 - November 2016

- Developed strong ideation and branding for local and national businesses through collaborative brainstorming sessions.
- Communicated effectively with staff, clients, and contractors to provide clients with timely and well-constructed design work.
- Utilized the Adobe Creative Suite to create a variety of marketing material, print collateral, social media and website development.

Education

University of Nebraska - Lincoln

Graduated May 2014

- Bachelor of Journalism
- Advertising and Public Relations Major
- Studied abroad at the University of Canberra, Australia