



## Awards/Achievements:

**Deans List** • Fall 2020

## Lambda Pi Eta National Communications Honor Society

Member • November 2019- Present

**Proficient In:** Adobe Illustrator • Adobe Indesign • Adobe Photoshop • Empathy Mapping • Flickr • Google Meet • Google Suites • Instagram • InVision • LinkedIn • Microsoft Office • Persona Creation • Pinterest • Slack • Survey Design • Survey Monkey • Twitter • Wordpress • Youtube • Zoom

**Familiar With:** Adobe AfterEffects • Basic HTML • Canva • CSS

## Skills/Interests:

A/B Testing • Advertising • App Design • B2B/B2C • Blogging • Brand Design • Brand Identity • Brand Research • Clothing Design • Data Analysis • Design Process • Digital Design • Digital Photography • Editorial Design • Entrepreneurship • Fundraising • Gaming • Health/Medicine • Interviewing • Icon Design • Logo Design • Marketing • Marketing Strategy • Media Relations • Motion Graphics • Music • Non-For Profits • Persona Creation • Photo Editing • Prototyping • Public Relations • SEO/SEM • Social Media Strategy • Sports • Storytelling • Strategic Writing • Survey Design • Technology • Typography • User Research • UX/UI Design

## Education:

### Quinnipiac University • Hamden, CT

Bachelor of Arts in Graphic and Interactive Design •

Public Relations Minor

Graduated: May 2021

### School of Visual Arts • New York, NY

Introduction to After Effects

July-August of 2019

Introduction to Editorial Design

July-August 2020

### PRATT School of Continuing Education and Professional Studies • Brooklyn, NY

Currently enrolled in the Branding /

Digital Marketing Certificate Program

**Completed Courses:** Branded Content Marketing, Brand Design, Corporate Identity Consumer Research and Insights, and Digital Marketing

## Experience:

### Created and organized birthday fundraisers.

#### BC Children's Hospital Foundation •

Vancouver, BC - Raised a total of \$1,300.48 (USD) from November-December 2022.

- Created fundraiser using Paypal Give
- Used social media to make posts and reach potential donors.
- Communicated with potential/doners in a timely and professional manner.
- Handled all collection and money donation

#### Catherine White Holman Wellness Centre •

Vancouver, BC - Raised a total of \$930.69 (USD) from November-December 2021.

- Created fundraiser using Paypal Give
- Used social media to make posts and reach potential donors.
- Communicated with potential/doners in a timely and professional manner.
- Handled all collection and money donation

### Billboard Campaign for 2021 July Pride

#### #RayllaOurPride • New York, NY

Part of team that proposed and organized a social media and NYC Billboard campaign.

- Part of pitch team
- Used social media to make posts and created social media campaign.
- Made scheduled posts on social media
- Displayed team work by working with six others

### Ability Media Group • Graphic / Social Media Intern •

Hamden, CT from

February - May 2021

- Created and ran Twitter account
- Helped manage website and provided feedback to keep everything up to date.
- Attended weekly meetings where notes were taken and spoke in a collaborative setting.
- Worked with other graphic designer and PR interns regularly.