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## PERSONAL PROFILE

I am a passionate, creative individual with skills that fit the scope of a variety of design fields.

The pursuit of beauty through creative mediums is and has always been a passion of mine. From brand design to creative writing, I love it all.

I'd say being a "Jack-of-all-trades" best describes my range of skills and interests; though, that's not to say that I'm a "Master-of-None!" My creative voice sings loudest when it comes to brand identity design.

## EDUCATION

**Wake Technical  
Community College**  
Raleigh, NC

*Advertising and Graphic  
Design AAS*

GPA: 3.9

Fall 2020 - Spring 2023

## AWARDS

**President's List**  
Fall 2020 - Spring 2022

**Dean's List**  
Fall 2022

## CERTIFICATIONS

**Google Ads Display  
Certification**

*Google Digital Academy  
skillshop*

July 2022

## PROFESSIONAL EXPERIENCE

### **The Gathering Co.**

Intern > Freelance

Creative Writer >

*Social Media Manager*

March 2020 - July 2023

- Social Media Management
- Content Creation
- Promotion Design
- Blog Writing and Management
- Event Coordination Assisting

My role focused on formulating effective brand strategies that engaged the target audience.

I developed the brand voice and established a distinct brand identity through media design and content creation.

### **Freelance Graphic Designer**

*Media Designer*

2018 - ongoing

- Comprehensive Brand Design
- Wedding Print/Web Material
- Custom Calligraphy
- Custom Event Signage

My freelance work has evolved into my biggest passion project. Through this, get to create the brand design I love so much.

### **We Care Hotels**

*Consulting Guest*

*Experience Manager*

Sept - Nov 2019

- Business Card and Logo Design
- High-Point Furniture Market Welcome Project

A project-based position in which I consulted with a number of hotels to design & craft corporate client gifts.

## TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe XD
- HTML & CSS
- Web Design
- Graphic Design
- Professional Writing and Copywriting
- Squarespace
- UI/UX Design
- Canva
- Instagram
- Pinterest

## INTERESTS

- Sewing (Garments & Quilting)
- Yarn & Needle Arts
- Illustration & Visual Arts
- Lettering & Calligraphy