



contact

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education

VCU Brandcenter

Class of 2021

M.S. Business/Branding

Track: Copywriting

James Madison University

Class of 2019

B.A. in Media Arts and Design

Second major in Writing/Rhetoric

Honors College Member

Summa cum laude

skills

Adobe InDesign, Illustrator,

Photoshop, After Effects

Final Cut Pro X, GarageBand

Hootsuite, Sprout Social

MS Office, G Suite

HTML5, CSS3, IBM Silverpop

ask me about

Glamping

Heinz ketchup

Found object art

experience

Freelance | Copywriter and Content Creator

June 2020 - Present

- Create logos, branding, and messaging for small businesses
- Build websites that align with established or newfound branding
- Write copy for websites, email marketing, social media, and campaigns
- Clients: Fortessa Tableware Solutions, ICA at VCU, Cirkle Consulting, Rigged For Sea

Beauregard & Co. | Copywriting Intern

Summer 2020

- Wrote Kickstarter video script and campaign page
- Wrote copy for e-commerce landing page, website, and blog
- Established Pinterest presence, emphasis on SEO content writing and creation
- Wrote, designed, and packaged press kit
- Built e-commerce blog—trend research and prediction, SEO optimization, and visual elements

Fortessa Tableware Solutions | Copywriting Intern

Seasonal 2017 - 2020

- Rebranded internal and external messaging guide
- Wrote current company tagline
- Wrote product copy, website descriptions, press releases
- Wrote and copyedited catalogs, lookbooks, packaging, decks, and custom books
- Designed collateral e.g. store signs, flyers, ads
- Wrote, designed, and coded email campaigns

Chelfie by Solebrity Inc. | Marketing Intern

Summer 2016

- Designed marketing material and content
- Composed email campaigns to influencers
- Managed social media accounts
- Growth hacked for app and social media
- Analyzed performance indicators