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## PROFILE

With 9+ years in graphic/web design, social media and photography, I create compelling campaigns and coordinated visuals across multiple platforms for success. Skilled in social media strategy and community management, I aim to boost brand visibility and engagement in the beauty, luxury and entertainment industries.

## EDUCATION

QUINNIPIAC UNIVERSITY

Bachelor of Arts - Interactive Design

Magna Cum Laude

Minor in Photography

GPA: 3.7

## EXPERIENCE

L'OREAL - PULP RIOT - **Community Manager & Graphic Designer**

January 2024 – Present

- Design and developed marketing assets for in-store merchandising at SalonCentric and ULTA, including presentation decks, print materials, social media content, videos, and monthly in-store graphics. Created to enhance product visibility, and drive sales through cohesive branding across all platforms.
- Enhanced marketing initiatives and educational programs, fostered connections within a passionate community of artists and brand enthusiasts across Tik Tok, Instagram, Facebook, Youtube and Threads. Developed and managed a content calendar utilizing social media analytics tools. Found, engaged, onboarded & maintained a database of influencers, plan and execute all influencer mailers, VIP seeding lists, and gathering follow-up feedback and product reviews to understand potential growth opportunities in go-to-market campaigns.
- Implemented strategic scheduling and robust social media strategies, engage proactively with artists, and provide brand support to ensure a vibrant and growing digital presence in addition to analyzing insights utilizing social media analytics tools such as Meta, Sprinklr, Talkwalker and Rival IQ.

SPHERE ENTERTAINMENT GROUP LLC - **Temp Associate**

January 2025

- Programmed Meta Quest 3 VR headsets to enable students to engage in immersive design experiences and strengthen creative skills for the Sphere XO Student Design Challenge 2025. This initiative offers selected artistic high school students the chance to compete in designing visuals to be displayed on the exterior of the Sphere in Las Vegas, NV.

CINEMA MAKEUP SCHOOL - **Design Director & Production Coordinator**

October 2022 – December 2023

- Led art direction for all admissions marketing materials, overseeing the design and visual consistency of brochures, presentations, business cards, informational booklets, and course catalogs. Ensured all pieces aligned with the school's branding and effectively communicated key messages to prospective students.
- Provided expertise in beauty, special effects makeup & film industry to support educational initiatives and collaborations with sister production company.
- Led the rebranding of the campus professional makeup store—overseeing web design, product packaging, branded merchandise, and store renovations. Managed projects from logo redesign to execution, ensuring consistent alignment with brand identity.

FREELANCE - **Photographer & Web Designer**

November 2017 - February 2023

- Photographed luxury diamonds and fashion jewelry for company catalogs, website e-commerce sales, and inventory. Designed email marketing campaigns, social media graphics & analytics, infographics, e-commerce websites and digital assets for a variety of jewelry clients.
- Captured makeup applications, product shots of wig inventory, and convention event photography. Documented special effects shopwork processes and behind-the-scenes footage. Provided web design, resume consulting, and cataloged images, prepping them for use across web, print, and social media platforms.

NORMAN SILVERMAN - **Creative Director & Photographer**

January 2018 – January 2022

- Spearheaded art direction and social media strategy, coordinating and shooting weekly photoshoots to enhance brand image and strengthen brand management.
- Created impactful marketing materials, including billboards and tradeshow collateral, boosting brand visibility and enhancing client engagement.

CINEMA MAKEUP SCHOOL - **Art Director & Designer**

October 2018 – July 2019

- Managed brand design and project oversight for print and electronic materials, ensuring timely delivery and adherence to budgets. Designed social media graphics, retouched images and created social strategies for giveaways, campaigns and advertisements.
- Represented school at industry events, demonstrated makeup techniques, engaged with prospective students, and elevated brand presence at major conventions.

IDEAL EVOLVED - **Web Designer**

May 2018 – Oct 2018

- Developed custom e-commerce websites and corporate branding strategies, enhancing online visibility and strengthening digital presence for clients.
- Photographed and retouched fine jewelry images for social media campaigns, e-commerce sites, and digital marketing to drive engagement and boost sales.

BOSTON UNIVERSITY - **Lead Designer for the College of Communication**

August 2015 - September 2017

- Directed the Design Center and supervised junior design staff, ensuring the successful execution of print and digital projects within budget and timeline constraints. Conceptualized and maintained large-scale environmental displays, event branding, marketing campaigns, and printed materials, while also providing essential photography and web support to enhance communications and resources for both students and faculty.

More work experience available upon request

## ADDITIONAL INFORMATION

**SKILLS:** Print design, packaging design, social media management & analytics, web design, photography & editing, project management, Figma / Sketch

**PASSIONS:** Gandalf, furniture restoration, 80s horror films, special effects makeup reading long fiction, sculpting, printmaking & charcuterie.

**CERTIFICATIONS:** Mastery of Makeup - Beauty and Special Effects