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PROFILE

Design and marketing specialist with 9+ years of experience creating integrated campaigns across graphic design, web, social media, and photography. Skilled in developing cross-platform content that drives brand visibility, audience engagement, and business growth within beauty, luxury, and entertainment industries.

EDUCATION

QUINNIPIAC UNIVERSITY

Bachelor of Arts - Interactive Design
Minor in Photography

Magna Cum Laude
GPA: 3.7

EXPERIENCE

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

January 2024 – March 2025

- Designed and developed marketing assets for in-store merchandising at SalonCentric and ULTA, including monthly retail graphics, presentation decks, print collateral, social media content, and promotional videos.
- Strengthened brand visibility and product awareness by ensuring cohesive creative execution across retail, digital, and social platforms.
- Managed and executed social media strategies and content calendars across TikTok, Instagram, Facebook, YouTube, and Threads, leveraging analytics tools (Meta, Sprinklr, Talkwalker, Rival IQ) to optimize engagement.
- Cultivated and maintained influencer and VIP artist partnerships, overseeing all aspects of influencer mailers, seeding lists, and feedback collection to support go-to-market campaigns

SPHERE ENTERTAINMENT GROUP LLC - **Temp Associate**

January 2025

- Programmed Meta Quest 3S VR headsets to support the Sphere XO Student Design Challenge, providing students with immersive tools to create digital content for display on the Las Vegas Sphere.
- Contributed to an innovative arts education initiative promoting student creativity and engagement through virtual reality technology.

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 and references 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