

EDUCATION

B. F. A.

GRAPHIC DESIGN
MAGNA CUM LAUDE
Savannah College of Art & Design
SCAD • 2020

Abilene Christian University
ACU • 2017

CERTIFICATIONS

SERVER TRAINING PERMIT
Savannah Bar/Alcohol Certification • 2024

STREETWEAR ESSENTIALS
Parsons x Complex • 2023

FOUNDATIONS OF DIGITAL
MARKETING & E-COMMERCE
Google Courses • 2023

DIGITAL PRODUCTION
IN CANVA
Coursera • 2023

AWARDS

DEANS LIST
Honors Graduate • SCAD

IDA HONORABLE MENTION
2020 • Lagom App • SCAD
International Design Awards

PHI ETA SIGMA
Honors Society • ACU

SKILLS

- ADOBE CREATIVE SUITE •••••
- PR + MANAGEMENT •••••
- G-SUITE •••••
- CANVA •••••
- PHOTOGRAPHY •••••
- CLO •••••
- DATA + RESEARCH •••••
- MARKETING •••••
- VIDEO EDITING •••••
- SOCIAL MEDIA
MANAGEMENT •••••

EXPERIENCE

THE KIMPTON BRICE HOTEL (AN IHG PROPERTY)

PR & MARKETING NIGHTLIFE MANAGER • 2024 - PRESENT

Responsible for all marketing and public relations on behalf of the Kimpton Brice Hotel. Curated, promotional in house collateral, playlists and lifestyle enhancements. Represented the brand in WSAV + WTOCT11 broadcasts, editorial pieces and podcasts. Led, photoshoots for F+B, created menu designs, events, coordinated PACCI's experiences and collaborated with key members to bring all plans of action to life. Point person for damage control, building local relationships with business partners while pitching activations to stake holders and ownership. Controlled the marketing budget, managed the PR Agency, and efficiently decorated all events on site; allocating funds as necessary. Directed all entertainment in-house, vetted for influencer collaborations with a grand reach of over 22M. Curated PR, photography, brand liaison, social media + email marketing, website edits, brand + graphic design. Responsible for, direct messaging, collecting data analytics, research, comprehensive strategies and building databases to support the annual planning goal.

Elevated the brand successfully changing the negative perspective that predated my arrival. Worked closely with the DO, DORM, GM, Executive Chef, and sales team to secure Group Sales, BEO's, signage and special requests. Created organic social media channels with brand consistency, high engagement and gaining followers. All social media pages have a 10% increase in followers YOY, with a reach of 4.1M in one year.

SAVANNAH COLLEGE OF ART & DESIGN

SCAD ALUMNI MENTOR • 2023

GRDS guest speaker for a two hour seminar about a chosen subject within my design experience. The audience consisted of over 60 students; both virtual and in person. We discussed apparel design and how to implement the skills we learn and apply it to a field we may not be familiar with. Presented a live demonstration of the apparel design process and gave advice based on student and professor questions.

Hosted live Q&A's with students as an alumni about the post graduation experience. Lead discussions and gave advice on best practices for interviews, resumes and portfolio's.

ABERCROMBIE & FITCH

LEAD GRAPHIC DESIGNER • 2020 -2023

Lead all BHM (Black History Month) initiatives 21-23 Adults x Kids. Managed, named, produced graphic work as the lead designer for all creative direction. Initiated the "Vol. 28 " campaign & photo-shoot as the point person for all communication & presentations to 'The Steve Fund'.

Worked side by side with VP of Kids, AD of Mens, the SD of Global D&I & the BIC. Connected with copywriters, photographers, concept & other designers for seasonal / quarterly meetings. Conducted research for user/product/customer data & shared with cross functional partners consisting of recaps, trend spotting & fashion news. Designed 50+ apparel graphics for each season (every 2 month) and developed proposals as the sole designer for all fleece products.

EP+ CO.

JUNIOR DESIGNER FOR SOCIALS • 2020

Created social media content for client's: Verizon, Denny's and Bojangles. Ensuring brand standards & brief requirements are met with error free production.

Designed layouts for Facebook, LinkedIn, Twitter & Instagram. Met with AD & CD of graphics to ensure fine tooth detail from all cross functional partners. Bought & pitched imagery for creative direction using photoshop - hyper realistic graphic direction.

APPAREL + BRANDING + MARKETING + CONCEPT

Comeshare

lead graphic designer

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