



EXPERIENCE

Freelance Art Director | Soteria Battery Innovation Group

Greenville, SC | November 2023 - Present

- Works to further develop brand look & feel
- Concepts, designs, and creates digital & print deliverables
- Independently handles all aspects of production for product photography & video projects

Junior Art Director | The Cargo Agency

Greenville, SC | August 2021 - November 2023

- Worked as part of the creative team to concept & execute a variety of campaigns ranging in size from local to international
- Concepted, designed, and created digital & print deliverables for clients such as Lenovo, LG, GE, Skip the Dishes, Mercedes Benz, and more
- Worked closely with production team to design sets and was heavily involved on set with the art department for a number of video projects

Freelance Junior Art Director | Trade School

Remote | May 2021 - August 2021

- Worked with remote team to develop creative concepts for Ninja Foodi
- Created visuals for storyboards using stock images/videos
- Created & revised boardamatics for client presentations

Graduate Teaching Assistant | The University of Alabama

Tuscaloosa, AL | August 2019 - April 2021

- Assisted with APR 300 graphic design labs
- Held weekly SHOP (Software Help On Projects) hours to assist students
- Acted as Webmaster for the Alabama Program in Sport Communication & the A+PR Graduate websites

Photographer & Public Relations Assistant | Iron City Studios

Birmingham, AL | May 2015 - July 2020

- Took & edited photos for contracted schools & organizations
- Strategized with team about social media content
- Delivered creative & unique photos while working within restrictions
- Designed graphics for marketing materials & studio products
- Trained new photographers & staff members

Public Relations & Marketing Assistant | Gathings Law

Birmingham, AL | May 2017 - May 2019

- Researched, planned & produced social media marketing strategies & campaigns
- Managed & created content for Facebook, Twitter, Instagram, & LinkedIn
- Art directed, filmed, edited & produced videos for social media
- Designed graphics for marketing materials & social media
- Designed, wrote copy for & worked with printing & distribution companies to produce promotional materials
- Updated & maintained website & blog

Public Relations & Marketing Assistant | GP Import Export

Birmingham, AL | May 2017 - May 2019

- Worked with clients to plan & create social media marketing campaigns
- Researched global marketing trends & kept up-to-date with all client products & industries
- Managed & created content for Facebook, Twitter, Instagram & LinkedIn
- Updated, maintained & wrote weekly blogs for the company website
- Designed & wrote copy for newsletters, promotional materials, and more

Photographer's Assistant | Alanna Rose Photography

Birmingham, AL | January 2014- July 2020

- Assisted in the organization, planning & implementation of photoshoots
- Assisted with art direction & styling for photoshoots
- Managed & created content for social media & blogs

CONTACT

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SKILLS

Photography
Photo Editing/Retouching
Illustrator
Photoshop
InDesign
XD
Premiere Pro
Lightroom
Set Dressing
Set Design
Stripo
WordPress
Creative Strategy
Graphic Design
Event Planning
Videography
Video Editing
Makeup & Styling
Quick Learner
Public Speaking
Air Hockey

AWARDS

Silver ADDY Award, 2022
Lenovo/Microsoft
'That's an 11'

National Student Silver ADDY, 2021
Farrow & Ball
'Colour Tells A Story'

EDUCATION

Master of Arts
Advertising + Public Relations
The University of Alabama, 2021

Bachelor of Arts
Mass Communication
The University of Alabama at Birmingham,
2018