



EXPERIENCE

Art Director | The Brand Leader

Greenville, SC | March 2024 - July 2026

- Directed photo & video shoots with internal & external production partners for clients such as Bubl Cocktail Shots, Kubota Sake, ISCO Spirits & more
- Led art direction for set design, styling, & props
- Acted as an interim creative producer for several photo & video projects
- Worked with the design team to concept & execute campaigns, delivering impactful digital & print assets for clients such as Ventura County Coast, 689 Wine Cellars, Bubl Cocktail Shots, Spero Financial, & more

Freelance Art Director | Soteria Battery Innovation Group

Greenville, SC | November 2023 - March 2024

- Developed the brand's look & feel
- Concepted & designed digital & print deliverables
- Independently handled 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 digital & print deliverables for clients such as Lenovo, LG, GE, Skip the Dishes, Mercedes Benz, & more
- Worked closely with the production team to design sets & was heavily involved on set with the art department on photo & video shoots

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
- 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 with Adobe programs
- 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

- Shot & edited photos for contracted schools & organizations
- Concepted & designed social media content & assisted in managing social media channels
- Designed & built sets for the studio & assisted in the acquisition & styling of props
- 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 social media marketing strategies & produced campaigns
- Concepted & designed deliverables for print & digital media
- Managed the firm's social media accounts, website, & blog
- Wrote scripts, art directed, filmed, & edited videos for social media
- Designed & wrote copy for promotional materials & worked closely with printers & distributors

Photographer's Assistant | Alanna Rose Photography

Birmingham, AL | January 2014- July 2020

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

CONTACT

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SKILLS

Photography
Photo Editing/Retouching
Illustrator
Photoshop
InDesign
Premiere Pro
Lightroom
Figma
Set Dressing
Set Design
Styling
Stripo
Mailchimp
WordPress
Creative Strategy
Event Planning
Video Editing
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