

EDUCATION

CHICAGO PORTFOLIO SCHOOL (JULY 2021 - JULY 2022)

Art Direction

UNIVERSITY OF ILLINOIS UIUC (AUG 2017 - MAY 2021)

Bachelor of Science in Advertising

Minors in Art + Design and Informatics

- Creative Concepts I and II
- AAF | Midnight Oil Student Run Agency

EXPERIENCE

OLIVER | MOLSON COORS IN-HOUSE AGENCY

Concepting and production for Coors Light Super Bowl social ads. AD lead on 6 sizzle videos for Molson Coors Distributor Conference. Concepting and Art Direction for Blue Moon's Colin Jost paid social ads. Overall involved as sole AD on 7 various productions: photography, video, lifestyle, and product shoots.

ART DIRECTOR (JULY 2024 - PRESENT)

Miller High Life, Blue Moon, Coors Light, Cruz Blanca

JUNIOR ART DIRECTOR (JULY 2022 - JULY 2024)

Vizzy Hard Seltzer, Topo Chico Hard Seltzer, Leinenkugels

OPPC | MARKETING INTERN (JUNE 2021 - SEPT 2021)

At One Point Patient Care I assisted in graphic design and copywriting of new marketing assets. Analyzed digital marketing analytics to develop more effective campaign messaging. And gained experience in print media.

MIDNIGHT OIL AGENCY | CREATIVE (JAN 2021 - MAY 2021)

Created graphics for the Illinois Union Bookstore social media accounts. Modeled for and directed photoshoots. Collaborated on strategy, copy, and media planning.

UNIVERSITY TEES | CAMPUS DIRECTOR (MARCH 2019 - JAN 2021)

As a Manager and Director, I designed, priced, and managed apparel orders for several different organizations on campus. Oversaw a team of Campus Managers. Achieved lifetime sales of \$78,160 and in 2019 achieved 98% of sales goal.

RECOGNITION

- ADC Young Ones 2022 Shortlist for Interactive: Craft in Online / Mobile - Use of Technology
- Chicago Portfolio School Best of Quarter for Art Direction on Marmite Dynamite
- High School Homecoming T-shirt Design Winner



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SKILLS

PROFICIENT



INTERMEDIATE



- Storyboarding
- Sketching & Illustrating
- Microsoft & Google Suite
- Sudoku (NYT best score for a hard puzzle is 5:29)
- Detangling necklaces & knots
- Cooking stews