

SKILLSET | SOFTWARE & PLATFORMS

- Highly proficient within the Adobe Creative Suite on both Windows and MacOS operating systems
- Experience with the Shopify and Amazon Seller eCommerce platforms relating to product management and data analysis
- Knowledge of Webflow for rapid prototyping and codeless website development

EMPLOYMENT | NO SHAVE LIFE BEARD CO / JAN '15 - JUN '17

- Designed marketing imagery used across the website and on social media accounts
- Planned and executed numerous social and email marketing campaigns used to build our audience, retain customers, and entice repeat purchases
- Photographed and edited imagery found throughout the website, including various fashion and cosmetic products both in and out of the studio
- Managed the copy, products, imagery, and SEO data used on our Shopify powered eCommerce storefront
- Analyzed storefront data from multiple platforms used to plan and execute potential products and website development
- Created and maintained a SKU system used for all available online products which was used to analyze sales trends across multiple platforms
- Provided customer service via email to hundreds of customers and wholesale clients

RICHARDSON CAP / JAN '13 - DEC '14

- Created hundreds of vector graphics within a fast paced environment for use within various headwear decoration applications
- Responsible for organizing and acting as the core creative in a website redesign proposal that was presented to the CEO
- Trained new artists on proper workflow techniques and procedures

EDUCATION | COLLINS COLLEGE / JUN '07 - FEB '10

- Received a Bachelors of Arts Degree with a specialization in Game Design and graduated with a 3.6 GPA
- Acted as the Group Manager for my final project which received an extremely positive response and brief interest for further development.