



ABOUT ME

I'm a passionate creative with a keen eye for detail and a love for storytelling. I combine art experience with strategic thinking to deliver exceptional design and marketing solutions. I craft visually stunning designs and results-driven marketing strategies with my strong foundation in illustration and extensive and varied marketing background.

My diverse skill set, coupled with a deep appreciation for nature and the written word, enables me to create work that resonates with audiences. I'm eager to collaborate with like-minded organizations to bring their creative visions to life.

EDUCATION

Regis University, Denver CO

BA in English Literature and Peace & Justice
2010-2013

Masters of Fine Arts in Creative Writing
2014-2018

SKILLS

Technical

- Adobe Creative Suite
- Airtable
- Procreate Illustration

Design

- Interface design
- Wireframing
- Visual design and branding
- Illustration

Marketing

- Marketing strategy and plan formulation
- Brand strategy
- B2B and B2C marketing
- Copywriting

PORTFOLIO HIGHLIGHTS

- Illustrated a 32-page children's book titled [The Magic Ticket](#), written by David Hicks
- Founder and ceramicist at [Wild Honey Wares](#)
- Won the Colorado Author's League best book cover for *Irish Town* by Matthew Meagher
- The book cover for *God is Red* by Vine Deloria Jr. was a finalist for best book cover in the American Booksellers Association, Best Book Awards

PROFESSIONAL EXPERIENCE

Marketing Director

Fulcrum Publishing | 2021 - Present

- Strategizes, designs, and implements innovative and targeted marketing campaigns that drive sales and increase visibility for all forthcoming titles. As a result, there was a 48% increase in direct sales, and a 26% increase in trade sales.
- Designs book covers for all forthcoming titles and contributes to interior design and editorial illustrations when necessary.
- Liaises with authors, community partners, and the distributor to ensure seamless execution of marketing, sales, and publicity strategies.
- Effectively leads a team of two marketing coordinators, fostering a collaborative, creative, and results-driven work environment.
- Drives brand innovation through creative art direction and strategic planning, resulting in a stronger brand identity, increased market visibility, and strong visual identity for all titles.
- Employs a multi-channel digital marketing strategy, including social media, email marketing, SEO, and direct B2C, to reach target audiences and establish long-term customers.
- Analyzes campaign performance metrics to identify areas for improvement and implement data-driven adjustments.
- Collaborates closely with sales teams to ensure consistent messaging and a seamless customer experience, improving customer satisfaction and retention.
- Proactively monitors industry trends and emerging technologies to identify opportunities for innovation and competitive advantage.

Marketing Coordinator and Graphic Designer

Fulcrum Publishing | 2018 - 2020

- Conceptualized and designed book covers for all new releases, and contributed to interior design.
- Crafted compelling marketing and press copy to elevate book publicity.
- Planned and executed author events, and strategically pitched book excerpts/ author interviews to local and national publications.
- Developed and implemented comprehensive marketing plans in partnership with authors, ensuring successful book launches.
- Designed engaging marketing materials for events, Amazon, and social media platforms.

PROFESSIONAL EXPERIENCE CONT.

Founder, Branding and Design Expert

Cattywampus Creative | 2018 - 2021

- Elevated small businesses and personal brands through strategic design, branding, and marketing.
- Created compelling brand identities, including logos, social media icons, and bespoke illustrations.
- Developed professional websites using WordPress, Wix, and Squarespace.
- Coached authors and artists on effective marketing and/or publicity strategies to expand their audience.
- Assisted in the development and execution of tailored marketing plans, leveraging expertise from marketing specialists.

Marketing Director

BookBar | 2018 - 2019

- Developed compelling event proposals that secured high-profile author appearances and increased store foot traffic, resulting in three of the largest events the bookstore had hosted to date.
- Managed, wrote, and designed engaging content for social media, blog, and newsletter publications.
- Implemented a blog overhaul that doubled readership and increased online engagement.
- Organized and executed an average of 15 monthly author events and workshops, attracting 30-75 attendees per event.

Freelance Illustrator and Designer

Self-employed | 2017-Present

- Expertly utilizes Adobe Creative Suite, and Procreate to create unique and engaging designs and illustrations.
- Develops strong brand identities, including logos, color palettes, and typography systems, that effectively communicates brand values and resonates with target audiences.
- Built a successful freelance business, working with clients from various industries and consistently delivering high-quality work.
- Teaches illustration classes at the nationally recognized Crested Butte Wildflower Festival, led branding and marketing workshops for various MFA programs, and developed and taught youth writers at Lighthouse Writers Workshop.

Middle School English Teacher

Most Precious Blood School | 2017-Present

- Taught English and Reading to 150+ middle school students, providing direct instruction and supporting student growth in writing and reading.
- Provided individualized instruction and support for students struggling with reading and writing.
- Collaborated with parents to communicate student progress and set academic goals.
- Developed and implemented a comprehensive creative writing curriculum, guiding students through personal essay, short story, and poetry projects.

Marketing Director

Art Restart | 2014-2016

- Developed and executed comprehensive marketing and communication plans to increase brand visibility, drive engagement, and benefit The Gathering Place's larger development goals.
- Launched new social media initiatives to expand Art Restart's reach and acquire new clients.
- Created compelling content, including blog posts and marketing copy, to enhance brand messaging.
- Provided art instruction to over 200 homeless artists, fostering creativity and expanding their artistic abilities through diverse media.
- Designed visually impactful marketing materials for both print and digital platforms.

Marketing and Communication Specialist

Denver Elections Division | 2013-2016

- Developed and implemented 15+ social media and marketing campaigns including photography assets for marketing materials and newsletters.
- Created engaging content for social media and email newsletters.
- Launched a new newsletter distribution system, reaching over 2,000 stakeholders.
- Revamped DED's online presence through innovative design solutions and strategic social media programs.