



CONTACT

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EDUCATION

2019–2023

ROGER WILLIAMS UNIVERSITY • BRISTOL, RI
Bachelor of Arts in Graphic Design Communications
Feinstein School of Humanities, Arts & Education
Minor: Marketing

2022 – 2023 NSAC Participant

2023 – Recipient of the Emerging Designer Award

SKILLS

- Brand Development
- Social Media Strategy & Management
- Client Relations
- Email Marketing
- Web & Digital Design
- Problem Solving
- Marketing Research
- Cross-functional Collaboration
- Adobe Creative Suite
- Wix
- Figma

FREELANCE CLIENTS

Viking Motorsports
SciAps Inc.
Granite City Partners
Elite Event Solutions
Levitate Brand
Green Koala

Graphic Designer

Overseas Media Group & Keys Weekly – Florida Keys, FL • FEB 2025 – PRESENT

Lead designer for a multi-brand media agency, managing web, branding, print, and digital campaigns for both internal publications and external clients. Execute projects ranging from Wix website design and brand development to print collateral and social media strategy. At Keys Weekly, produce all advertising materials for the Upper Keys edition on a weekly production schedule. Collaborate directly with clients and sales teams to develop, revise, and finalize high-volume ad placements under tight deadlines while maintaining visual consistency and publication standards.

Founder, Graphic Design & Marketing

Made by Jord – Boston, MA • JAN 2020 – PRESENT

Founded and operate a freelance creative studio specializing in branding, social media, and digital marketing. Lead end-to-end creative strategy and execution for a diverse range of clients, developing tailored visual systems and campaigns that strengthen brand identity and engagement.

Graphic Design Manager & Paid Intern

Rock n Rags – Chicago, IL • JAN 2023 – DEC 2023

Executed multi-channel marketing campaigns across email, social, text, and print, with a focus on performance-driven email marketing. Campaigns generated over \$50,000 in monthly sales. Conceptualized and produced 60+ story campaign series, significantly increasing engagement and website traffic. Optimized desktop and mobile homepage experiences, improving click-through rates by 0.35%. Led print and packaging initiatives, including influencer PR kits distributed to 50 creators, contributing \$12,000 in sales.

Chief Graphic Designer

Communities of Hope – Bristol, RI • AUG 2021 – MAY 2023

Led design and creative direction across digital and print initiatives while supporting PR and internal project workflows. Managed asset creation, maintained website updates, and spearheaded a full rebrand to strengthen organizational awareness and visual identity.

Graphic Design & Marketing Executive

Distincte Travel Group – Tampa, FL • MAR – DEC 2022

Developed digital, email, and print marketing assets supporting business growth initiatives. Supported international client relations and contributed to travel itinerary development through digital platforms, enhancing guest experience coordination and brand presentation.

Creative Services Intern

National Fire Protection Association – Quincy, MA • MAY 2021 – AUG 2021

Produced print and digital marketing materials including ads, brochures, and sales collateral aligned with strict brand guidelines. Supported the development of a digital asset management system to streamline creative workflows across teams.

Founder

Smilin Scrunchies – Pembroke, MA • AUG 2018 – AUG 2021

Founded and scaled a handmade accessories brand, expanding from local sales to a global e-commerce business operating in 25+ states and 3 countries. During the pandemic, successfully pivoted production to include protective face masks, maintaining revenue and business continuity.

