

## EDUCATION:

**University of Central Florida - Orlando, FL** ..... August 2009  
Major: Bachelor of Arts, Digital Media - Digital Interactive Systems  
Minor: Film - Cinema Studies  
GPA: 3.5/4.0

## SKILLS:

Background in fine art; print production; graphic design; web design; film; marketing; licensing

### Software:

#### Graphic:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Publisher

#### Interactive:

- Adobe Dreamweaver
- Adobe Flash

#### CMS:

- Sitecore

#### Audio/Video:

- Final Cut Pro
- iMovie
- Protools
- Adobe Premier

#### Scripting:

- HTML
- CSS
- Javascript
- Wordpress

#### Others:

- Google Analytics
- Microsoft Office
- Windows OS
- Apple OS
- FTP

## EXPERIENCE:

**Aramark Education, Corporate Tower** Philadelphia, Pennsylvania ..... Oct 2012 - Present  
*Consumer Technology Associate*

- Managed and Maintained 300+ account conversion to new Sitecore CMS platform; involved in direct conversation with accounts on needs, asset acquisition, and preparation
- Created and managed global marketing content for all Aramark Higher Education sites using the Sitecore CMS platform
- Built Google Analytics platform with ecommerce integration and generated reports from data for Higher Education, Education (K-12), and Corrections Aramark divisions
- Generated UX Design and documentation for the creation of desktop sites, mobile sites, and mobile applications
- Designed logos, campaigns, and marketing collateral for 300+ accounts
- Partnered with IT to troubleshoot, diagnose, correct, and test website failures and new functionality
- Analyzed and presented data to demonstrate key trends and usage of web platforms

**Aramark Higher Education, Florida State University,** Tallahassee, Florida ..... Aug 2010 - Oct 2012  
*Lead Graphic Designer*

- Motivated and managed other designers in projects, advertisements, and brand refreshes
- Organized and developed documentation for the procurement and retention of major accounts
- Developed marketing material for promotions, deals, and other revenue generating projects
- Managed and enhanced web presence and features at FSU including a mobile web site
- Headlined advertising and brand refreshes for Aramark FSU, Seminole Concessions, Albany State University, Aramark Corporate, Catholic State University of America, and FSU Business Services
- Maintained and developed technological advances including digital menu signage and social media
- Aided in the development, creation, and implementation of marketing projects and events

**University of Central Florida Business Services,** Orlando, Florida ..... Nov 2008 - July 2010  
*Graphic Designer, Marketing Assistant, Licensing Assistant*

### Marketing/Licensing

- Assisted the Director of Marketing and Licensing for the second largest university in the country
- Reviewed and approved design submissions from retailers (including Nike and Adidas) using the UCF insignia
- Advertised residential, on-campus businesses with target mailing campaigns and promotional work
- Took a leadership position in the creation and implementation of various seminars and expos
- Conducted on-site and on-line surveys with Wufoo and analyzed the resulting data

### Graphic Design/Web Design

- Headed several design projects for UCF Business Services including food packaging, logo design, web advertisements and promotional material with Illustrator, Photoshop and InDesign.
- Created websites for on-campus businesses, contests and promotions on competitive time frames
- Developed forms for websites with Wufoo and Javascript, added Flash content with Actionscript, and maintained HTML/CSS pages