

With over a decade of experience in design, communications and marketing, I specialize in communicating complex narratives in clear and innovative ways through **creative problem solving, stakeholder collaboration** and **leveraging data-driven insights**.

A Graphic Designer by trade, I have parlayed my creative skillset into marketing strategy, which allows me to bring a unique perspective to all of my work – **understanding the importance of both the visual and strategic elements of any project**.

EXPERIENCE

Liberty Mutual Insurance

MARKETING MANAGER

JUNE 2019 – PRESENT

SR. PRESENTATION DESIGNER

JUNE 2015 – JUNE 2019

In 2015, I joined the Strategic Partnerships team as a presentation designer, working directly with the organization's SVP on presentations to support employee communications and sales initiatives. With an employee base dispersed through the entire continental U.S., it was critical to have compelling and concise presentations that would support comprehension of his messages to the department.

Following a promotion in 2017, my role expanded to include marketing support of B2B sales and client stewardship across the Employer partnership program. I began developing sales presentations for our account team, as well as managing an integrated, multi-channel marketing strategy to support lead generation and program growth. I also managed multi-day main stage department meeting presentations, developing event-specific templates and coordinating slides from multiple presenters.

I have since been promoted once more and grown the scope of my responsibilities, including the design and leading of presentation trainings for internal partners, large-scale vendor management, which drove nearly \$500K in annual savings, and support of other ad-hoc marketing initiatives including brand strategy, process improvement, consumer insights studies, and more.

SR. INTERNAL COMMUNICATIONS SPECIALIST

DEC. 2013 – JUNE 2015

I first joined Liberty Mutual in 2013 as an internal communications specialist and executive presentation designer. Through learning the business and unique styles of each senior leader, I helped translate complex and often sensitive stories about business results and employee engagement into digestible, compelling and on-brand presentations.

Hockey by Design

EDITOR IN CHIEF & DESIGNER

OCT. 2021 – PRESENT

ASSISTANT EDITOR & DESIGNER

JULY 2019 – SEPT. 2021

SITE CONTRIBUTOR

JUNE 2014 – JULY 2019

I joined Hockey by Design in 2014 as a site contributor, writing blog content about aesthetics and design within the NHL, college and Olympic hockey. Supporting the expansion of Hockey by Design's retail arm, the Hockey by Design Market, I also created over 100 original products including apparel, posters, stickers and drinkware patterns, accounting for 85% of the top 20 revenue producing products.

In 2019, I was promoted to assistant editor, overseeing editorial content and the site's social channels. Within my first week of managing the site's Instagram channel, engagement increased by 923%, and followership grew 2x within three months. In late 2021, I was promoted to Editor in Chief, managing all editorial content, promotions and communications for the blog and Market, and the market has since seen a year-over-year increase in return customers by 30%, and a 56% increase in sales attributed to marketing efforts.

Her Campus Media

GRAPHIC DESIGNER

DEC. 2011 – DEC. 2012

Working directly under the Co-founder, Chief Product Officer, and Creative Director, I created packages of web assets including wallpapers and banners for sponsored brand takeovers and special themed displays. My responsibilities also included collaboration with university branches to develop original design elements relevant to their respective schools.

Boston Bruins

GRAPHIC DESIGN CO-OP

JAN. 2011 – JUNE 2011

I worked directly with the lead designer and marketing specialists, often under tight deadlines, to develop and execute on print and digital materials for the Bruins, Premium Club and TD Garden.

EDUCATION

NORTHEASTERN UNIVERSITY

College of Arts, Media & Design

BFA, Graphic Design

Cum Laude, Dec. 2012

SKILLS

Adobe Creative Suite

• Photoshop

• Illustrator

• InDesign

Microsoft Office

• PowerPoint

• Word

• Excel

Salesforce Marketing Cloud

Project management

Process improvement

Presentation design