

EDUCATION

Savannah College of Art & Design (SCAD), BFA Advertising & Branding, Concentration: Art Direction

EXPERIENCE

Senior Graphic Designer, Global Wellness Summit & Global Wellness Institute | July 2020 – Present

- Produced visual concepts for high-profile, global b2b wellness events for c-level attendees and industry titans.
- Relocated the yearly Global Wellness Summit from Qatar to Miami in a 3-week timeframe due to the political climate ensuring high-quality production and a successful event.
- Implemented best practices and innovative design solutions, reinvigorating the technical and creative performance of the creative and marketing team.
- Influenced modernization of overall brand including guidelines, website, and user-experiences.

Creative Director, Coral Branding | November 2023 – Present

- Established science-backed, design-forward health, fitness, and wellness brands.
- Provided creative problem-solving, industry insights, and strategic development.
- Connected clients to wellness experts, scientists, and researchers.

Creative Associate, Imagine Media Consulting | January 2020 – June 2020

- Designed graphics and motion media for hospitality and lifestyle brands with a focus on social media campaigns.
- Collaborated and executed campaigns with the producer, photographer, and photo stylist.

Art Director, Pyxera Global | August 2019 – December 2019

- Developed TIE Global Artisans to preserve cultural heritage and launch African artisans and entrepreneurs into the global marketplace.
- Established the overarching strategy, branding, and storytelling.
- Managed the creative team and collaborated with copy.
- Executed all the visuals, pitch deck, and marketing collateral with the design team.

AWARDS

- **Native Advertising Institute**: Gold, Best Series of Sponsored Videos; Gold, Best Native Advertising Program B2C | BBC Storyworks & Global Wellness Institute's In the Pursuit of Wellness Series (2023)
- **GraphEx Awards**: Award of Recognition for Announcements & Invitations (2022)
- **World Wellness Weekend**: Wellness Champion | Global Wellness Summit team (2020)
- **"Shark Tank of Wellness" Global Student Competition**: 1st Place Winner (2019)
- SCAD Honors Scholarship, SCAD Incentive Scholarship, SCAD Artistic Achievement

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, Design)
- Print & Digital Design
- Strategic & Creative Brainstorming
- Project Management
- Storytelling
- Campaign Development
- Creative Execution
- Art Direction
- Branding & Identity
- Microsoft Office
- WordPress
- HTML/CSS
- MailChimp

PUBLISHED IN

- *American Spa*
- *Billionaire*
- *CLAD*
- *European Spa*
- *Hospitality Design*
- *Île Maison*
- *Luxury Wellness*
- *Spa Business*