

EXPERIENCE

PMG DIGITAL AGENCY

Fort Worth, TX
July 2018 – present

PRODUCER + PROJECT MANAGER

- o Collaborate with stakeholders to outline and evaluate marketing plans for ongoing and future creative campaigns
- o Manage creative production from initial brief to final deliverable to ensure brand standards and business objectives are met
- o Manage creative team resourcing, including design, art direction, and development
- o Developed and documented best practices to consistently deliver high-quality creative and increase efficiency
- o Responsible for fostering and maintaining day-to-day creative client relationships
- o Primary clients: Gap Inc, Cole Haan, Beats by Dre, and Puppet

GSD&M

Austin, TX
Dec 2014 – July 2018

DIGITAL + EXPERIENTIAL PRODUCER

- o Lead producer responsible for end-to-end production of three flagship digital and experiential assets + ongoing maintenance and support post-launch
- o Team lead on the redesign + rebuild for one of the top performing lead generation tools for Air Force Recruiting
- o Leveraged analytics and audience insights to make informed recommendations on creative executions as part of a larger brand strategy
- o Managed relationships with existing clients, vendor partners, and agency stakeholders and cultivated new partnerships across disciplines
- o Scoped detailed estimates and monitored budgets exceeding \$1 million
- o Developed timelines and risk assessment evaluations to bring projects from concept to completion efficiently and effectively
- o Oversaw production of 100+ digital campaigns across multiple clients and industries
- o Primary clients: U.S. Air Force, Chipotle, Lee Jeans, Lennox, and Hilton

USA TODAY

Washington, DC
Jan 2014 – Aug 2014

INTERACTIVE GRAPHICS DEVELOPER

- o Collaborated with database + interactive editor to design and build interactive graphics
- o Built custom CMS template for interactive & multimedia long-form content

THE PARAMOUNT THEATRE

Austin, TX
Jan 2012 – present

COMMITTEE MEMBER, VOLUNTEER + SUPPORTER

- o Education + Outreach committee member – Outlined success metrics and reviewed outreach programs against those metrics to establish fundraising priorities
- o Worked with the Education + Outreach team to launch Literacy for Life, a creative writing program for Title-I elementary students
- o Active volunteer and supporter for 6+ years

EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, IL
Sept 2012 – Dec 2013

M.S.J. INTERACTIVE PUBLISHING/JOURNALISM

- o Medill National Security Journalism Initiative. Fellow
- o McCormick Foundation Fellow

THE UNIVERSITY OF TEXAS

Austin, TX
Aug 2008 – May 2012

B.S. PUBLIC RELATIONS & B.A. ENGLISH

- o Minors: Business Foundations, Spanish
- o Honors graduate, Dean's List

SKILLS + INTERESTS

- o Strong time-management & organization, capable of balancing multiple projects at once
- o Attention to detail + experience with QA & testing, with a focus on user-experience
- o Comfortable with (and interested in) new tools & emerging technologies
- o Proficient in: Microsoft Office, task management (JIRA, Asana, etc.), Adobe Suite, HTML/CSS
- o Aspiring yogi, amateur designer, currently trying my hand at bread-making