



Forward-thinking and innovative, I blend creativity with collaboration to engage and excite with my design work. Always seeking improvement, growth, and to bring new ideas to the table.

Work Experience

Moss Motors

Mar '25 - Mar '26 | **Digital Designer**

- Lead email designer for Moss Motors/Moss Classic Jaguar/Whole Sale/Moss Miata (300+/yr)
- Created compelling graphics relevant to current campaigns, promotions and related projects for use across digital platforms
- Created and executed digital marketing campaigns including analytical analysis and reporting
- Aided improving ROI related to email performance, landing pages, A/B tests, and improved metrics reporting
- Brainstormed concepts, researched creative ideas, created mock ups and presented ideas
- Provided creative support and adaptable in both applied skills and accepting creative direction
- Ensured proper sign off process for projects assigned

Moss Motors

Oct '22 - Feb '25 | **Graphic Designer - Jaguar Brand**

- Designed yearly catalogs and related promotional materials
- Lead designer for quarterly sales fliers for both Moss Motors, Moss Classic Jaguar & Moss Miata
- Designed yearly club ads sent out to affiliates clubs and magazines
- Packaged and maintained files for print production archive
- Managed collateral production schedule

HearthSong Toys

Mar '22 - Aug '22 | **Graphic Designer**

- Maintained production schedules for Wholesale digital and print collateral across team
- Designed yearly Wholesale catalog and related materials
- Managed Wholesale catalog production schedule
- Lead designer for all packaging collateral, box artwork, and packaging labels
- Produced instruction booklets and packaging leaflets

Skills

- Website redesign and development
- HTML, Java script, CSS, DIV, and PHP
- Responsive design
- UX/UI Design
- Landing page design
- Blog design and development
- Email design and best practice
- Packaging design
- Social advertising/marketing

Tools

- PC & Mac operating systems
- Adobe Creative Cloud Suite: Photoshop, Dreamweaver, Illustrator, InDesign & XD
- Figma
- Bootstrap 5
- Hybris ecommerce platform
- Magento ecommerce platform
- Marketers Studio CMS
- Easy Catalog System

Education

Meredith College

Spring '16 - May '18

Bachelors of Arts

Graphic Design Major

Wake Tech CC

Fall '13 - Fall '15

Associates in Arts



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Work Experience cont.

HearthSong Toys

Mar '19 - Mar '22 | **Web Designer**

- Email designer for marketing B2C/B2B (approx. 500+/yr)
- Created website assets for site changes and redesigns
- Managed Front End development of blog and landing pages
- Produced graphic assets for social and affiliate programs
- Redeveloped email design wire-frame system
- Lead efforts in best practices across web platforms
- Planned web dev efforts with Back End team

Performance Bicycle

June '18 - Jan '19 | *Social Media Coordinator.*

- Managed social media channels across Instagram, Facebook, and YouTube
- Assisted in planning and photography for web assets
- Planned monthly giveaway contests with vendors and clients
- Placed and managed social media ads on Facebook/Instagram
- Produced review videos for product pages and YouTube
- Maintained brand integrity and vision to correlate with all print/ media channels
- Increased followers 30% in 6 months, and retargeting to key demographic areas

Citation Labs & ZipSprout Marketing

Dec '15 - Sep '16 | *Client Relations Specialist*

- Engaged with potential clients to promote growth and help facilitate sponsorships opportunities
- Partnered with events to secure sponsorship and donations
- Identified key growth areas tailored for our client's needs
- Designed promotional materials