

STRATEGIST | CHEF | ARTIST | BD PRO

EDUCATION

2017 - 2019

M.S., Branding

Creative Brand Management

VCU Brandcenter

2012 - 2017

B.A., Business Administration

M: Marketing | Economics

m: Interactive Digital Media

Drexel University

TOOLS

- Adobe: Ps, Id, Ai, Acrobat
- Microsoft: Ppt, Xlx, Doc, Teams, Sharepoint, Dynamics365
- LinkedIn Sales Navigator (+admin)
- Qualtrics (+custom .js)
- Invision, Sketch, UXpin, Sketchup
- Wordpress, Wix
- SPSS Statistics
- S&P CapitallQ
- HTML5, CSS

FAVORITES

- **Sport, to watch:** MMA (UFC)
- **Sport, to play:** boxing
- **Beverage:** Spindrift
- **Spirit:** whiskey (duh)
- **Beer:** gose or IPA
- **Snack:** watermelon
- **Weird hobby:** rating the alleys near my house on a scale of 1-10
- **Art hobby:** drawing, painting, and Post-It murals
- **Food hobby:** cooking and baking
- **TV show:** 30 Rock, GBBO, and The Ultimate Fighter
- **Band:** Arctic Monkeys, Cleopatrck
- **Flavor-of-the-week:** hibiscus tea

JOBS

Associate, Business Development

Prophet Brand Strategy / Richmond, VA / 2019 - Present

- Created and launched Prophet's 'Winning More Playbook', the definitive guide to the Prophet Way of business development
- Designed, built, populates, and maintains the Business Development Portal, an Intranet-hosted dashboard for all BD materials and resources.
- Hosts and manages the once-weekly Pipeline Tiering Call, a collaborative session held to prioritize and review new opportunities
- Plans, schedules, and creates all materials for the Friday Growth Exchange Call, a once-weekly session where North American Partners meet and share win stories, new offers, and other commercial successes
- Analyzes, reports on, and presents results of quarterly Lead Gen data with views for the global firm and each of our three regions

Marketing Coordinator

Reservoir Distillery / Richmond, VA / 2018 - 2019

- Developed a new brand positioning for their flagship line, including a new website activation and cost-cutting promotional campaign
- Managed all event appearances and related promotion, including the development of print ads featured in national publications
- Acted as liason and point of contact for advertising agencies Barber Martin and Fox & Hound

Account Operations Manager

Chatterblast Media / Philadelphia, PA / 2016 - 2018

- Managed content publishing, social media promotion, data analytics, and weekly data reports for 5 websites
- Designed and managed freelance contributor hiring process for each of the 5 managed sites, each based in a different US city
- Created a company-wide copyright law training program

INTERNSHIPS

Brand Leader

Barber Martin (Yebo) | 2018

Independently managed a cross-functional team to deliver two client projects in 8 weeks

Account Manager

The Marting Agency | 2015

Created a new campaign and activation plan for Sabra Hummus