



ABOUT ME

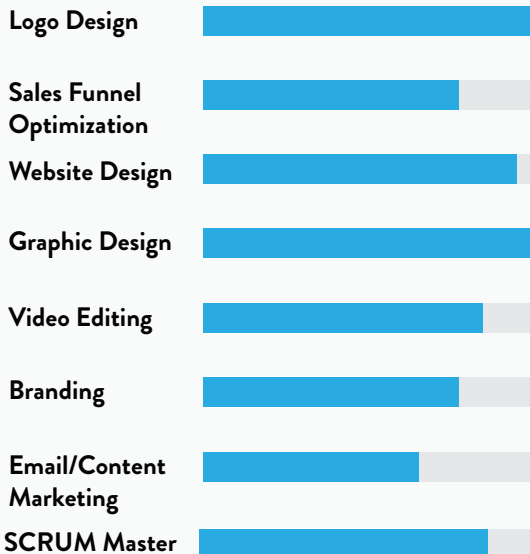
Born in Miami, FL, I journeyed to the University of Central Florida to pursue a degree in Graphic Design. However, after 3 years of study, I discovered a passion for marketing and graduated with a Bachelors in Business Marketing.

Years of Experience:

- 15+ Adobe Products suite
- 10+ GSuite/Microsoft Office
- 10+ Logo design and branding
- 9+ Wordpress web development
- 5+ Digital marketing 5+ Video editing
- 4+ Social media marketing
- 4+ Search Engine Optimization (SEO)
- 2+ SCRUM Master management style



SKILLS



EDUCATION

NOVA Huizenga School of Business
Leadership – M.B.A.

University of Central Florida
Business Marketing – B.A.



WORK EXPERIENCE

Present

The Centr Marketing Strategist

- Lead the marketing team with marketing strategy and web development support for all marketing campaigns and sales funnels
- Provide the Agile SCRUM methodology structure for the marketing team utilizing Sprint Planning, Backlog Review, Retrospective, and Kaizen implementation
- Maintain website development and online/offline marketing assets to ensure it's relevant, creative, and consistent with the company's brand
- Software utilized includes: Hubspot, Infusionsoft, Zapier, Slack, Adobe Photoshop, Illustrator, Indesign, After Effects, Adobe Premiere, Final Cut Pro, Elementor Pro, WordPress and G-Suite

2017-19

NPE Senior Designer/SCRUM Master

- Support the marketing team in web development for marketing campaigns and sales funnels
- Provide Agile SCRUM Master support for the marketing team using the Agile SCRUM methodology (Sprint Planning, Backlog Review, Retrospective, Kaizen, etc.)
- Maintain website development and online/offline marketing assets to ensure it's relevant, creative, and consistent with the company's brand
- Design and build landing pages, websites, blog/social media graphics, retargeting ads, social media ad graphics and infographics for the company's sales funnel
- Optimizes landing pages and ad layouts and designs to increase conversions, click through rates, and drive specific calls-to-action
- Software utilized includes: JIRA, Unbounce, Ontraport, Hotjar, Infusionsoft, Zapier, Slack, Adobe Photoshop, Illustrator, Indesign, After Effects, Adobe Premiere, Final Cut Pro, Elementor Pro, WordPress and G-Suite

2015-17

FAMU College of Law Web Administrator/Senior Designer

- Develop and maintain the college's website – law.famu.edu
- Design online/offline marketing assets which include: Landing pages, web graphics, videography and social media ads
- Software utilized includes: Adobe Photoshop, Illustrator, After Effects, Brackets, and Final Cut Pro

2014-15

Market Traders Institute Web/Graphic Designer

- Designs online/offline marketing assets which include: Landing pages, web graphics, postcards, html emails and social media ads
- Design new marketing campaign branding guides, and assist with the rebranding of current product packaging and marketing campaigns
- Software utilized includes: Adobe Photoshop, Illustrator, Brackets, Sublime Text, Source Tree, GitHub, Exact Target, and Salesforce



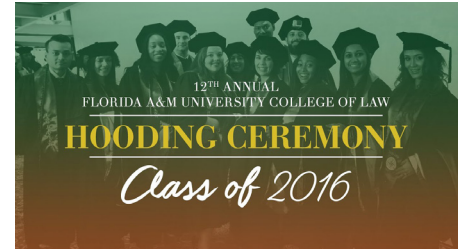
RELATED WORK



FAMU Law Alumni Tailgate Promo



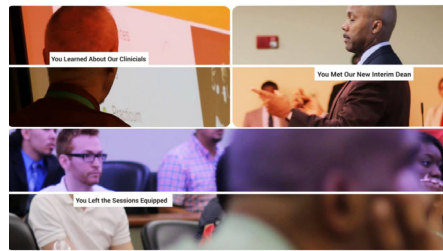
FAMU Law Hooding Ceremony 2015



FAMU Law Hooding Ceremony 2016



Walmart Thank You Video



Entering Students Day



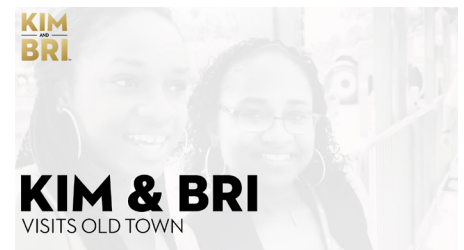
New Student Orientation



Crossman Foundation



Kim and Bri Take Cancun



Kim and Bri at Old Town

