

EDUCATION

University of Miami

B.Sc. in Communication, May 2014
Electronic Media Major
Architecture & Art Minors
Miami Commitment Intern: 2010-2013
Florida Medallion Scholarship
Florida Resident Access Grant

Pine Crest School

Fort Lauderdale, FL
Diploma, May 2010

ACTIVITIES

Alpha Delta Pi Sorority

- Raised money through philanthropies for Ronald McDonald House Charities

Dance Marathon Executive Member, 2012

- Graphic Designer for the campus-wide event
- Designed the theme, logo, and collateral to promote the event and raise money for Miami Children's Hospital

Design: Photoshop, InDesign, Illustrator, Dreamweaver, Muse, Formcentral

Web Design: HTML, CSS, Javascript, jQuery, WordPress

eCommerce: Apparel Business Solutions, Magento

Microsoft Office: Word, Excel, PowerPoint

Social Media: Facebook, Twitter, Google+, LinkedIn, Pinterest, Hootsuite

Cloud Filing: Dropbox, Google Drive

E-mail: Outlook, Sendbloom, Apple Mail

Architecture: AutoCAD, REVIT, Google SketchUp

Movie Editing: AfterEffects, iMovie

SKILLS

EXPERIENCE

Ally Bee Design

Founder and Creative Director, September 2013 - Present

- Collaborate with clients to design brand marketing to drive their business vision
- Design and develop websites to communicate the product or service to new customers
- Grow brand awareness by distributing business appropriate marketing collateral to potential customers
- Increase web traffic through targeted digital advertising

MIA Shoes

Marketing Coordinator, February 2015 - Present

- Manage eCommerce retail sales system and analyze sales reports
- Implement sales department eMarketing system for wholesale customer communications
- Develop and implement college brand ambassador program
- Write MIA brand product descriptions for Macy's and Bloomingdale's
- Designed blog on improved platform to drive web traffic sales, 26.5% new traffic over 7 months
- Organize MIA Cares philanthropic fundraisers

Live Nation – Fillmore Miami Beach Premium Seats

VIP Hostess, September 2011 - May 2013, June 2014 - August 2015

- Provided high level customer service to the Premium Seat ticket holders in the VIP lounge
- Promoted and sold VIP tables to upgrade customer's seats for the show

Agency Marketing Machine

Account Manager, September 2014 - January 2015

- Managed marketing campaigns for 20-30 insurance agencies
- Communicated with agency team to implement new marketing campaigns
- Create content for press releases, social media platforms and monthly magazines
- Coordinate and implement fundraiser for agency community cause
- Developed [Agency Marketing Machine](#) and [Agency Sales Academy](#) websites

Onboard Media

Design and Communications Specialist, May 2014 - August 2014

- Designed and edited port shopping maps on Carnival & Princess cruises
- Developed marketing and graphics to present to brand clients
- Posted on Vegas Player social media about Caesars Palace properties
- Created marketing for Hand in Hand for Haiti event fundraisers

Sandow Media

Graphic & Website Design Intern, February 2014 - May 2014

- Updated website information on Sandow Media, Culture + Commerce, NewBeauty, BeautyDNA and MediaJet
- Assisted design department

UBS Wealth Management

Social Media Intern, May 2013 - January 2014

- Researched sustainable investing companies
- Assisted marketing and organizing client events

Multicultural Student Affairs – University of Miami

Graphic Designer, September 2012 - January 2014

- Designed bi-weekly newsletters, monthly event calendars and weekly Facebook event calendars for the multicultural student organizations using Adobe Design Suite

Live Nation – Fillmore Miami Beach Premium Seats

Premium Seats Intern, September 2012 - May 2013

- Promoted Premium Seat tickets for shows through social media and eMarketing platforms
- Created a historical sales database for Premium Seat Sales Director

Zyscovich Architects, Inc.

Intern, June to August, 2010 - 2012

- Assisted the architecture and interior design departments update drawings in AutoCAD and REVIT
- Created electronic forms in Adobe FormCentral for the human resources department

Paul Buisson Architecture Library — University of Miami

Miami Commitment Student Intern, August 2010 - May 2012

- Updated the library website periodically and designed the library referencing map
- Assisted professors and students with research and locate resources



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CONTACT

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