

PROFESSIONAL EXPERIENCE

Creative Lead
Senior Design Manager
Graphic Designer
Forge Relations, Myrtle Beach, SC

April 2026- Present
September 2022- April 2026
August 2021- September 2022

- Pioneered brand development for a podcast that quickly established a loyal audience, with a standout video gaining 200,000+ views on YouTube after 4 months.
- Led art direction and execution of multichannel campaigns for a large-scale annual event that saw a 180% increase in attendees and 170% growth in website interactions over four years, strengthening brand visibility and engagement.
- Collaborated with social media managers to design and distribute print material for a client facing low social engagement, that resulted in over 744 unique visitors to multiple digital media channels.
- Developed and presented strategic business proposals that secured participation from 200+ exhibitors and contributed to attendance of over 6,000 participants.
- Managed relationships with high-profile clients and stakeholders, identifying business needs, presenting strategic recommendations, and driving adoption of marketing initiatives.
- Managed print production, vendor relationships, and large-scale event deliverables while improving operational efficiency and reducing production costs by 15%.
- Led the strategic redesign of a medical eCommerce platform, conducting market research, stakeholder interviews, persona development, and customer journey mapping to improve product discoverability and engagement across government and civilian audiences.
- Manage creative output across multiple designers and projects, providing art direction, reviewing and approving deliverables, and ensuring all marketing, digital, and print assets aligned with client objectives, brand standards, and project requirements.

Product Designer

February 2024- May 2025

Devvly, Remote

- Developed a suite of cross-platform compatible email templates for an affiliate strategy on an email list of 80,000+ users that resulted in a 200% increase in monthly revenue with 3 emails per month.
- Designed an end-to-end payment processing platform experience, integrating scalable design systems, user research insights, and marketing strategy to support lead generation and user adoption.
- Executed a complete brand overall and front-end website design for a high profile security solutions company, that had a 100% stakeholder approval rate.
- Conducted consultative presentations with stakeholders, influencing business decisions and achieving a 90% first-pitch approval rate.
- Served as primary point of contact for clients, maintaining relationships, identifying business objectives, and coordinating cross-functional teams to deliver successful outcomes.

Graphic Designer

June 2023- February 2024

Motivated Marketing, Charleston, SC

- Developed high-visibility marketing and brand collateral for 50+ clients across healthcare and automotive industries in a fast-paced agency environment.
- Developed a 25-page sales collateral booklet for an evidence-based specialty dental network with over 200+ offices and 360 providers nationwide.
- Led a re-brand for an award-winning orthodontics practice that resulted in increased brand awareness during an ownership transition.
- Designed integrated print and digital marketing assets including billboards, social campaigns, sales collateral, and advertising materials that increased brand visibility and audience engagement.

Art Director

March 2020- May 2021

Tempo Magazine, Conway, SC

- Engaged with editors, advisors, and designers to execute the established creative direction of award-winning magazine issues that delivered high-impact editorial experiences.
- Mentored and directed a team of two designers, fostering collaborative critique, workflow efficiency, and high-quality creative execution.
- Oversaw print production and distribution, ensuring precision in vendor coordination and final delivery.
- Spearheaded the magazine's digital expansion strategy, launching its online presence and extending audience reach through social media and visual storytelling.

EDUCATION

Graphic Design
minor. Art History

Coastal Carolina University, Myrtle Beach, SC

AREAS OF EXPERTISE

Strategic Communications ■ Business Development ■ Collaboration ■ Digital Marketing ■ Market Research