

Work Experience

Mirror NYC | Senior Manager of Strategy and Experiential
Aug 2024-

Work across departments with 3D designers, graphic designers and account directors from initial ideation through final stages of development and production for experiential activations, brand trips, and brand events.
Clients: New Balance, Vaseline, TRESemmé, Nylon

Viral Nation | Art Director
Jan 2022-Aug 2024

Led a team of creative writers, strategists, designers and editors from ideation through final stages of creation for broadcast and digital commercials, social campaigns, brand identity building, experiential brand activations, and short form documentary series for brands across multiple industries.

Clients: Vivid Seats, Chegg , Walmart, Goldfish, Five Below, Amazon Prime Video, 7-Eleven Ca, Slurpee Ca, Amazon Luna, Comforté, e.l.f Beauty

Oliver Agency | Art Director
Sept. 2020- Jan 2022

Served as the in-house creative team for Unilever, creating digital campaigns for product launches as well as the lead designer for brand initiatives such as the Future Stylist Fund and New York Fashion Week.

Clients: TRESemmé, PUKKA, MELÉ, Love Beauty and Planet

Condé Nast | Junior Experiential Creative
Oct. 2019- Aug. 2020

Tasked with creating and pitching non-traditional brand experiences, 360° campaigns, and Condé Nast brand partnerships for global brands in the Automotive, Beauty, Fashion, Travel, and Food Industries.

Education

The Creative Circus | Art Direction

University of Georgia | Advertising
Minor: Consumer Economics; Spanish

The Creative Circus
Summer at the Circus Program

Awards

2023 Drum Awards | Short List
"Summer of Sev" with 7-Eleven Canada

2023 Drum Awards | Short List
Chegg TikTok "Edutainment" Campaign

2023 Netty Awards Winner | Marketing & Advertising
Chegg TikTok "Edutainment" Campaign

Campaign | Agency of the Year
Global In-House Agency of the Year

2021 Glossy Beauty Awards
Best CSR Initiative | the Future Stylist Fund

2021 Unilever Studio Awards | Best Digital Advertising
Tresemmé Pro Collection

2019 Young Ones | One show
Kraft Mac and Cheese