

SUMMARY

Enthusiastic Website Manager seeking a position where I can use my organizational and problem solving skills to drive traffic to user friendly websites that further the needs of the community to impact a positive change.

SOFTWARE & SKILLS

Hootsuite
Dynamics 365
SharePoint
Jira
Entrata
Canva
Illustrator
InDesign
Photoshop
Lightroom
Organization
Time Management
Adaptability
Attention to detail
Photography

EDUCATION

Florida Southern College
Lakeland, FL
BFA in Graphic Design
Minors: Studio Art and Business Administration

WORK EXPERIENCE

Independence Realty Trust, Philadelphia, PA

Innovative Marketing Coordinator, October 2021- present

- Generate web content for 120+ communities to optimize user experience for over 55,000 residents
- Manage intrasite as primary UX designer by generating design concepts, guiding developers, and testing high fidelity prototypes before publishing
- Translate specific operational needs and marketing initiatives into thoughtful web designs and features
- Coach 50+ social media ambassadors nationally as they generate 1,000+ posts quarterly to shape resident and prospect experiences
- Upskill 25+ department representatives after intrasite digital transformation to optimize communication between central offices and property leadership
- Curate annual company-wide celebrations, like Spirit Week and Employee Appreciation Week, to raise employee morale and improve retention

Freelance Graphic Designer, Philadelphia, PA

Graphic Designer, August 2016 - May 2022

- Developed business collateral including sell sheets, brochures, posters, advertisements, and web assets
- Utilized Adobe Creative Suite, on Apple Macintosh hardware to deliver high quality work on tight schedules
- Promptly delivered creative solutions to branding design needs while managing and completing several projects simultaneously

The Hole in the Wall Gang Camp, Philadelphia, PA

Hospital Outreach Specialist, September 2019 - October 2021

- Collaborated interdepartmentally to offer engaging virtual experiences for patients, families and Camp partners
- Engaged pediatric hospital patients in one-on-one games, arts and crafts, computer/multimedia projects, and other activities
- Assisted in the planning, preparation and implementation of event-style programming in collaboration with colleagues
- Created, developed, and maintained an inventory of activities and offerings, and select activities for each individual or group interaction