

## SPORTS SOCIAL MEDIA SPECIALIST

Over 15 years of experience managing social media and content creation for high-profile clients in the sports and entertainment industries, including the NHL, PGA, NBA, and WNBA, with a focus on driving engagement and building brand presence across platforms.

Proven ability to develop and execute monthly content calendars for channels like LinkedIn, Instagram, X, and apps, ensuring alignment with brand messaging and objectives.

Skilled in creating compelling copy and designing dynamic visuals, including infographics and motion graphics, using Adobe Creative Suite, Canva, and other tools.







Adept at scheduling, posting, and monitoring social media content while supporting community engagement and brand goals.

Highly organized, detail-oriented, and professional communicator with a track record of delivering impactful social media strategies.

## TECHNICAL SKILLS

- Adobe Creative Suite
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Canva
- Social Media (TikTok, X, Instagram, Facebook, LinkedIn)
- Marketing
- Communications
- WordPress
- Website Design
- Email Marketing
- Packaging
- QuarkXpress
- Adobe Acrobat
- Microsoft Office
- Mac OS
- G-Suite
- Microsoft Windows
- Pre-press & Press
- Composite & spot color printing
- Post-press
- Mounting, binding, padding, folding, packaging & laminating

## AWARDS

-  • Olympic Trials Qualifier in Swimming
-  • Pennsylvania State Swimming Champion
-  • 7-time high school All-American
-  • 6-time NCAA All-American
-  • Big Ten Finalist
-  • 2020 MHSAA Swimming Coach of the Year

## EDUCATION

### CLARION UNIVERSITY OF PENNSYLVANIA MAY 2004

- B.A. in Arts
- Graphic Design Concentration / 3.0 GPA
- National Association of Schools of Art & Design

### MICHIGAN STATE UNIVERSITY JUNE 2002

- Began B.A. in Arts
- Graphic Design Concentration

### RICHLAND HIGH SCHOOL JUNE 1999

- Johnstown, PA

## EXPERIENCE



### DETROIT GOLF CLUB

Detroit, MI

At Detroit Golf Club I have established & maintained the brand identity, website, social media platforms, and all forms of marketing materials for the past 15 golf seasons.

I am also the point person for marketing and social media for the Rocket Mortgage Classic for Detroit Golf Club.

I manage and oversee photoshoots during the Rocket Mortgage Classic and of the property during various golf and member events and create all creative for the RMC, and Detroit Golf Club member events



### SWIMSWAM

Austin, TX

I was brought on at SwimSwam as a part time Social Media Manager and Creative Director to assist through the Men's & Women's NCAA's and most importantly the US Swimming Olympic Trials & 2024 Paris Olympics.

I designed, created, and shot content for all of our social media including TikTok, Instagram, LinkedIn, Facebook, and X. I also created viral content & collaborated with Olympians on their experiences while in Paris.



### PINCANNA (CANNABIS)

Farmington Hills, MI

At Pincanna I was responsible for new brand design from start to finish for our new cannabis lines. I was responsible for logo creation through to packaging implementation.

I helped with the roll out of 3 Pincanna stores and am working on helping roll out 3 more. I shot, create and maintained digital assets for all of our brands. I was responsible for the signage, billboards, digital stores assets and displays at our 3 retail locations. I also established and implemented our current email and text campaign as well as all flyers, business cards and marketing for the team and designed and maintained our website (Pincanna.com).

I currently was the Social Media Manager and run the Pincanna page. I grew the page in 3 years from 1,000 followers to a few shy of 13,000.



### VILLAGE GREEN Farmington Hills, MI

As the Senior Creative Manager at Village Green I provided art direction and designed corporate re-branding including: brand identity, corporate brochure, logo and assisted in the direction and editing of the corporate video and website design

Worked closely with social media and Public Relations. Sole graphic designer for 130+ apartment communities across the U.S. for applications including: stationary, business cards, direct mail, advertising templates, flyers, brochures, site plans, corporate logos, banners, signage, posters and websites.

Managed corporate & individual community branding. Built and directed branding packages for all newly acquired communities including: logos, stationary, advertising templates, flyers, brochures and business cards.

Coordinated, directed and, on occasion, performed community photo shoots. Developed & managed design, print & production and operating expense income budgets.

### SENIOR GRAPHIC DESIGNER

June 2006 - July 2007

Promoted to Sr. Graphic Designer with increased responsibilities. Was the sole graphic designer for 90 communities.

Managed design of collateral including: brochures, flyers, stationary and other forms of collateral. Assisted in developing branding packages for newly acquired communities & new developments. Creative direction to graphic design interns & lead and direction in photoshoots.

### GRAPHIC DESIGNER

October 2005 - June 2006

Sole graphic designer for 60 communities managing design of print collateral including: brochures, flyers, logos and stationary. Assisted in developing branding packages for newly acquired communities & new developments.



### PALACE SPORTS & ENTERTAINMENT Auburn Hills, MI

### GRAPHIC DESIGNER

August 2004 - October 2005

Design & Production work for the Detroit Pistons/Shock & Tampa Bay Lightning. Assisted with the development of Pistons logo redesign and branding for 2005 season. Created various forms of print collateral from concept to completion for the Detroit Pistons, Detroit Shock and Tampa Bay Lightning and musical ventures of the Palace including ads, billboards, brochures, logos, posters, signage, t-shirt design and menus.

Lead designer & Photographer for Meadowbrook Music Festival Venue & Summer 2005 program. Assisted in Stanley Cup, NBA & WNBA Championship trophy photoshoot.