

## CROSS-FUNCTIONAL MARKETING DESIGNER & CREATIVE OPERATIONS LEADER

Detail-driven designer specializing in data visualization, global brand systems, scalable asset libraries, and integrated B2B marketing design across digital, print, web, and events. Proficient in Adobe Creative Suite, motion graphics, video editing, web CMS and presentation design. Collaborative team member who brings clarity to complex ideas and delivers consistent, high-standard creative in fast-paced environments.

## PROFESSIONAL EXPERIENCE

### MANAGER, GRAPHIC DESIGN

STR. a CoStar Group Company | Cleveland, OH (Global) | Jan 2024 - Mar 2025

- Developed data-driven email and paid media strategies, increasing open rates by 40%, click-through rates by 200% and drove 190% year-over-year engagement with over 6M impressions
- Directed creative concepting and event branding for the Hotel Data Conference, contributing to a record of \$983K revenue and early sell-out
- Implemented and owned templates and digital asset management systems, scaling global assets and reducing creative turnaround by 30%
- Completed nomination required leadership trainings to enhance team and performance management

### LEAD GRAPHIC DESIGNER

STR. a CoStar Group Company | Cleveland, OH (Global) | Jul 2019 - Dec 2023

- Designed and executed creative solutions for multi-channel marketing and communication campaigns, delivering high-impact visual narratives across print, digital, and event platforms
- Produced end-to-end conference event deliverables (large-format signage, motion graphics, presentations, promotional graphics) on budget and managed vendor relationships, overseeing proofs and print quality
- Mentored interns and trained colleagues on Adobe programs, design best practices, and industry trends

### INTERNATIONAL MARKETING DESIGNER

STR. a CoStar Group Company | Cleveland, OH (Global) | Mar 2017 - Jul 2019

- Designed presentations, infographics, sales collateral, email layouts, and promotional assets, ensuring brand alignment across international markets
- Collaborated with sales leaders, analysts and marketing to expand brand presence globally on social media
- Contributed to brand evolution through trend implementation, prototypes, and Augmented Reality (AR)

### MULTIMEDIA DESIGNER

Self-Employed | Greater Cleveland | Jul 2013 - Present

- Developed brand assets, packaging, and marketing collateral to elevate market presence for small businesses
- Delivered end-to-end web solutions to align with the client's commerce and marketing goals
- Leveraged AI tools for ideation, image generation and creative operations

GRAPHIC DESIGN INTERN

Petitti Garden Center | Oakwood, OH | May 2016 - Oct 2016

- Designed print and digital collateral to be used in retail marketing to support seasonal sales goals
- Assisted in production and editing of video campaigns and photography shoots

GRAPHICS INTERN

Baldwin Wallace University | Berea, OH | Feb 2016 - Aug 2016

- Communicated achievements of university through graphics used across websites and emails
- Produced recruitment ads to support enrollment goals

CORE SKILLS

FUNCTIONAL COMPETENCIES

Art Direction	Event & Conference Graphics	Project Prioritization
Brand Governance & Strategy	Inclusive Design & Accessibility	Stakeholder Communication
Concept Development to Creative Execution	Infographics, Data Sheets & Data Visualization	Trend Adaptation & Continuous Learning
Cross-Functional Collaboration	Multichannel B2B Campaigns (Digital, Email, Event, Motion, Presentation, Print, Signage, Social Media, Video, Web)	Vendor Management
Design Principles & Theory (Color Theory, Hierarchy, Layout, Typography)		Video Editing & Motion Graphics
		Visual Storytelling

TECHNICAL TOOLS

Adobe Creative Suite (After Effects, Animate, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD)	Email Marketing Platforms	Microsoft Office (Excel, PowerPoint, Word)
	Digital Asset Management (DAM) & Template Building	Project Management Tools
AI Design Tools	Figma	Responsive & Web CMS Platforms (Cvent, Drupal, Shopify, Webflow, Wix, WordPress)
Blender 3D	Google Workspace	
Canva	HTML/CSS	Workfront

EDUCATION

BACHELOR OF ARTS, DIGITAL MEDIA & DESIGN: GRAPHIC DESIGN

Baldwin Wallace University

Minor: Mathematics