

## PROFILE

Bright and creative design and marketing professional with over ten years of experience. I believe that through doing what is authentic and right, we can elevate our work.

## TECHNICAL SKILLS

Adobe Creative Suite, Figma, Final Cut Pro, WordPress, Shopify, and additional website content managers, Facebook, Instagram, Twitter, Pinterest, and other social media platforms, front end web design, basic video editing, public speaking, teaching, illustration, storytelling, writing, and photography.

## SOFT SKILLS

Design thinking, empathy, creativity, user-centered design, collaboration, clear communication, leadership, radical listening, diversity, equity, inclusion, team building, conservation, and sustainability. Emphasis on socially aware and environmentally responsible best practices.

## EDUCATION

- University of Iowa, M.F.A., and M.A. in Intermedia / New Genres, 2005, 2006
- University of Oregon, B.F.A. in Photography / Creative Writing Program, 2002

## PROFESSIONAL EXPERIENCE

### Blossomwood Farmstead | Yachats, OR

#### Founder | 2020 - 2022

- Created visual identity of unique permaculture farm to studio company including logo, mission, web site, and social media.
- Developed sustainable products, designed product labels, company swag, created distribution channels, lead generation, and managed volunteers. Maintained database of customers.
- Content creation for social media channels and website including photography, graphics, and copy.

### Cornell Farm Nursery and Café | Portland, OR

#### Marketing Coordinator | 2019 - 2020

- Created annual marketing plan, identified needed policies and resources, created and maintained relationships with partners, planned annual charity donations, refreshed brand, conducted website audits and updates, event planning, and updated in-store signage.
- Content creation and statistical tracking for social media, website, and weekly email newsletter including graphics, photography, and copy.
- Content creation, development, and research for house plant information database.
- Photographed hundreds of products for online sales on Shopify website.

### Leland Family Properties | Portland, OR

#### Manager | 2012 - present

- Buy and sell property.
- Design attractive home decor on budget to maximize short-term bookings, secure long-term tenants, schedule maintenance, and maintain properties.

### Blue Pollen Studio | Portland, OR

#### Graphic Design and Marketing | 2014 - present

- Freelance marketing, consultation, and design focused on creative strategies.

### Oregon First | Portland, OR

#### Real Estate Broker | 2019 - 2021

- Knowledge of real estate law. Legal paperwork, negotiation, strict deadlines involving large monetary assets.
- Marketing, design, photography, social media, website design, client lead generation, and maintained client database.

**Advantage Real Estate | Newport, OR**  
**Real Estate Broker | 2017 - 2018**

- Knowledge of real estate law. Legal paperwork, negotiation, strict deadlines involving large monetary assets.
- Marketing, design, photography, social media, website design, client lead generation, and maintained client database.

**Mystery Box Show Storytelling Event, Portland, OR**  
**Social Media Specialist | 2016 - 2017**

- Generated and implemented creative ideas for increased audience engagement on Facebook.
- Wrote and recorded video interviews.

**Portland Digs Real Estate | Portland, OR**  
**Real Estate Broker | 2014 - 2017**

- Knowledge of real estate law. Legal paperwork, negotiation, strict deadlines involving large monetary assets.
- Marketing, design, photography, social media, website design, client lead generation, and maintained client database.

**Kink dot com | San Francisco, CA**  
**Graphic Designer | 2008 - 2012**

- Member of a four-person team responsible for graphic and marketing assets for 22+ web sites.
- Created graphics, branding, and various other assets including web and print content, email marketing.
- Assisted with search engine optimization and front-end coding.
- Communicated design team needs to developers.
- Worked with UX Designer to design navigation from wireframes.
- Assisted with event planning and creating assets to represent the company at a large street fair, including large format banners, customer surveys, and swag giveaways.

**CERTIFICATIONS**

Completed four certificates in Google UX Design, March 2022

- Start the UX Design Process: Empathize, Define
- Ideate Foundations of User Experience (UX) Design
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts

**VOLUNTEER WORK**

**Yachats Pride - 510(c)3 | Yachats, OR**  
**Board Member | 2017 - 2019**

- Acted as an active member of the board, identified and invited participants for trans awareness panel, hosted trans awareness panel, taught class on Negotiation and Consent, identified and invited performers.

**KYAQ Radio - 510(c)3 | Toledo, OR**  
**Radio Show Producer | 2017 - 2019**

- Produced and hosted a public access radio show on the topic of environmental activism.
- Identified and interviewed residents that were working to raise awareness about important topics.
- Wrote questions, conducted interviews, recorded, and edited the show.

**Portland Urban Beekeepers - 510(c)3 | Portland, OR**  
**Vice President and Marketing | 2015 - 2016**

- Served as Vice President of the club and Board Chair for the Tour de Hives event.
- Created supporting PR materials including poster, photos, t shirt, and graphics.