

EDUCATION

ENSIGN COLLEGE

Bachelor of Applied Science in Digital Marketing and Communications | 2023

Associate of Science | 2018 - 2020

Certificates:

- *Digital Marketing*
- *Social Media Marketing*
- *Technology Account Management*

BOTTEGA

Full-Stack Web Development Certificate | 2018

SKILLS

- Graphic Design
 - Branding
 - Creativity
 - Illustrator
 - Photoshop
 - Adobe Creative Suite
 - Typography
 - Color Theory
 - Web Design
 - WordPress
 - HTML & CSS
 - Digital Marketing
 - Attention to Detail
 - Self-Driven
 - Creative Thinker
 - Strategic
 - High-Quality Output
 - Collaborative
 - Communication
 - Problem Solver
 - Leadership
 - Adaptable
 - Organized
 - Result Driven
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EXPERIENCE

MARKETING DIRECTOR

Latitude USA | May 2021 - Present | Bountiful, UT

- **Develop comprehensive brand identity** across web, print, and event collateral, including a full rebrand, demonstrating branding, logo creation, and style guide development.
- **Create multi-channel marketing materials** including digital ads, print ads, social media content, email campaigns, and print materials, creating clear and visually compelling products.
- **Collaborate with cross-functional teams and vendors** to ensure all creative output aligned with brand strategy, met company goals, and was delivered on time.
- **Create product packaging** and promotional inserts ensuring alignment with the brand and enhanced the unboxing experience for customers.
- **Design and maintain website** focusing on simple user experience, accessibility, and brand consistency across digital platforms.

CO-OWNER & MARKETING DIRECTOR

Mak Mak Thai Cuisine | Jan 2024 - Present | Bountiful, UT

- **Develop and manage the brand identity** including logo creation, visual assets, and overall branding strategy for both digital and in-person experiences.
- **Lead digital marketing efforts**, including the design and execution of social media campaigns, email marketing, and e-commerce initiatives to increase customer engagement and drive sales.
- **Collaborate with vendors** to ensure smooth project execution, including the design and installation of restaurant signage and promotional materials.
- **Execute promotional strategies for events**, catering services, and business lunches, effectively utilizing digital media to increase awareness and generate new business.

MARKETING MANAGER

CleanKIX Lab | May 2021 - April 2023 | Bountiful, UT

- **Developed brand identity for CleanKIX Lab**, including the creation of digital and print marketing materials, ensuring consistent brand alignment.
- **Managed all technology, marketing, and design efforts**, including social media, website, and digital strategy, ensuring consistent brand presence.
- **Coordinated content creation and event logistics**, producing engaging brand content and managing promotional materials for company events.

DIGITAL TECHNOLOGIES PROGRAM ASSISTANT

Ensign College | Dec 2021 - Jan 2023 | Salt Lake City, UT

- **Developed recruitment, engagement, and retention funnels** for students, supporting student success.
- **Taught students how to use design tools** like Illustrator, Photoshop, and Lightroom, as well as content management platforms like WordPress.
- **Led live tutoring sessions focused on design**, branding, SEO, project management, and strategy, helping students improve their technical and professional skills.

GRAPHIC DESIGNER

Ensign College | April 2019 - Sept 2021 | Salt Lake City, UT

- **Designed print and digital graphics** for college-wide events, courses, and student activities, ensuring visually appealing and on-brand materials for various platforms.
- **Maintained Ensign's branding and voice** across all graphic designs, ensuring consistency and alignment with the college's brand guidelines in both digital and print mediums.
- **Photographed and edited campus events and student activities**, producing high-quality images for use in marketing materials and promotional campaigns.

WEB DESIGNER

New Charter University | Feb 2018 - Jan 2019 | Lehi, UT

- **Built and maintained the university website using WordPress**, ensuring functionality, usability, and design consistency.
- **Designed marketing materials** for NCU Code Lab, effectively integrating the lab's brand with the university's visual identity.
- **Produced and designed a bi-monthly newsletter**, creating engaging content and ensuring brand alignment across all communications.

ADDITIONAL EXPERIENCE

Sterling Scholar Judge - Central Utah Region

Judge for Visual Arts Sterling Scholars in the Central Utah Region | 2022

Sterling Scholar Semi-Finalist - Visual Arts

American International School of Utah | 2017

Volunteer Digital Marketing

Bountiful Veterans Park | 2019 - 2020

- Managed social media, assisted in events, and led email marketing, raising over \$40,000 through private community donations.