

## Education

Savannah College of Art and Design (SCAD)  
MA in Luxury and Brand Management  
MA Expected Graduation: 2026  
BFA in Advertising and Branding (Art Direction) - 2025  
Minors in Fashion Marketing and Management, Social Strategy  
Dean's List: 2021-2025

## Languages

Spanish (Advanced)  
German (Intermediate)

## Certificates

- Inside LVMH Certificate
- Excel for Fashion Certificate by The Mentors
- Adobe Photoshop Certification
- SCADamp Certificate of Completion
- Certification in Design Research and Insight Translation from Lextant
- DeBeers: Natural Diamond Workshop

## Awards

- 21-Time Augusta ADDY Award Winner
- District 7 ADDY Award Winner
- SCADDY Award
- SCAD Far From Home Exhibition Recipient
- Advertising Design Department Scholarship
- SCAD Scholarship

## Skills

Photoshop  
Illustrator  
Adobe InDesign  
Figma  
After Effects  
Lightroom  
Premiere Pro  
Excel  
Adobe Rush  
Microsoft Office Suite  
Art Direction  
Strategy  
Photography  
Social Media Management  
Content Creation  
Styling  
Marketing

## Professional Experience

**Rhino Hospitality x SCADpro Sprint Strategist** March 2026 (Savannah, GA)

- Conduct market research to identify target audiences, trends, and competitive positioning.
- Develop a marketing strategy to support Rhino Hospitality's brand positioning and growth.
- Deliver actionable tactics and recommendations across channels to drive engagement and awareness.

**SCAD Marketing Content Creator** March 2026 (Savannah, GA)

- Film, edit, and script admissions-focused videos showcasing campus life and programs.
- Create bilingual (English/Spanish) content and cover university events.
- Collaborate with marketing to produce social-first content aligned with recruitment goals.

**SCADpro x Philosophy Art Director** January 2026 - March 2026 (Savannah, GA)

- Led art direction for campaign and hero film, defining visual language and tone.
- Directed post-production, including color, sound, and visual continuity.
- Created mood boards and visual frameworks for styling and multi-platform use.

**SCAD Museum of Art Docent** September 2025 - March 2026 (Savannah, GA)

- Greet visitors, lead tours, and ensure a positive guest experience.
- Share information about exhibitions and galleries.
- Support museum operations and assist with visitor management.

**Good Light Graphic Design Intern** June 2024 - August 2024 (New York, NY)

- Created social media assets, marketing emails, print materials, and web/retail banners.
- Co-developed innovative marketing strategies in a collaborative team setting.
- Supported the successful launch of a new product, Alphabet Oil.

**SCAD District Branding Editor** March 2024 - March 2025 (Savannah, GA)

- Pitch weekly social media and content ideas.
- Produce website content and design graphics for weekly articles.
- Design promotional materials for social media and web use.

**SCAD Student Ambassador** March 2024 - September 2025 (Savannah, GA)

- Represent SCAD as a residence hall guide, shuttle guide, building greeter, and campus host.
- Share personal experiences to connect with prospective students.
- Support Admissions with campus events and daily operations.