

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

- 22-Time Augusta ADDY Award Winner
- SCADDY Award
- SCAD Far From Home Exhibition
- Advertising Design Department Scholarship
- SCAD Scholarship

Skills

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

Professional Experience

SCAD Museum of Art Docent September 2025 (Savannah, GA)

- Deliver excellent customer service by greeting visitors, leading tours, and ensuring a positive impression of SCAD.
- Share key information about the museum's galleries.
- Support SCAD Museum of Art operations by supervising visitor guidelines and assisting managers with assigned tasks.

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.

Academic Experience

Loewe: Styled By Nature 2 ADDY Awards October 2024

- Developed the campaign concept from ideation to execution.
- Conducted in-depth market research to identify key insights and opportunities.
- Curated the overall campaign strategy to ensure cohesive storytelling.
- Ensured alignment between campaign elements and the brand's visual identity.

Oscar De La Renta Mock Campaign 2 ADDY Awards November 2023

- Created a nonexistent campaign for Oscar de la Renta in collaboration with Mexican Artisans, including diversity in the fashion industry.
- Created the concept for the campaign alongside with the strategy for it, designing the campaign presentation venue, the window display, the store design, the social media posts and print ads.
- Aligned the aesthetic of the campaign with the designs.