

Dynamic and creative thinker with a reputation for being insightful, enterprising, and articulate. Champions thought leadership across a wide range of strategies, from launch planning to the evolution of long-standing platforms. Offers exceptional presentation design and pitch development.

SAVANNAH COLLEGE OF ART & DESIGN 2016  
M.A. in Advertising | Atlanta & Hong Kong

THE OHIO STATE UNIVERSITY 2011  
B.S. in Marketing | Minor in Professional Writing

MELT, LLC @ Atlanta, GA

Director of Strategy & Insights, 2018 - Present  
Senior Strategist, 2016 - 2018

Key Clients: Aflac, Coca-Cola, Core Power, Gildan

Manage planning, positioning, and campaign strategies for MELT client portfolio, with a concentrated focus in the sports, lifestyle and culinary landscapes. Analyze cultural trends to craft powerful insights, build innovative strategies, and produce clear written communication (proposals, rationales, POV, case studies, etc.) Provide direction and thought-leadership to cross-functional teams through the ideation process, strategic planning and new business pitch development.

Key Achievements:

- Developed the 2019 Aflac experiential and sports strategy of "The Comeback" campaign to amplify Aflac's SEC sponsorship and positioning in the sports vertical. Streamlined all contingency planning to effectively extend the campaign into the 2020 season.
- Built experiential strategy for the launch of Coca-Cola Orange Vanilla at the 2019 Final Four, reaching 460K consumers
- Led strategic development and ideation around the award-winning Coca-Cola Kitchen, an experiential asset that has delivered 500K+ samples and reached over 825K consumers since 2017.
- Maximized Core Power's sponsorship investment by developing a strategic framework to navigate the sports landscape, resulting in consumer activations around the Olympics, Final Four, College Gameday and the Warrior Dash.
- Crafted a strategic lens for Coca-Cola to evaluate sponsorship and experiential opportunities for MLS, MLB, NCAA, & eSports
- Led new business team to win seven new clients from 2018 to 2020 (404 Vodka, Aflac, avid, Corky's, HEB, Wellstar, & Wingstop)
- Spearheaded development of MELT's strategy division from a one-person team into a six-person cross-functional discipline

2015 - PRESENT

AWATSON CREATIVE  
Pitch Deck Consultant

Designed and developed over 100 pitch decks and presentations for emerging start-ups, established corporate brands, and keynote speakers across various industries.

SUMMER 2015

Sparks Grove  
Brand Strategy Graduate Intern

Led research process and strategic planning around the development of a digital experience for Wells Fargo to make investing more engaging for the millennial demographic.

2011 - 2014

Credit Union of Ohio  
Marketing Strategist

Developed multi-channel marketing campaigns for print, social, digital, and broadcast for an audience of 30K+ Executed 2014 corporate rebrand and multiple new product launches.

PROFESSIONAL AWARDS (Strategy Lead with MELT):

- Event Marketer, 2018 Best Pop Up Retail Experience (Coca-Cola Kitchen)
- Cynopsis Sports Media Awards, 2018 Use of Snapchat (Coca-Cola & ESPN Gameday)
- Silver Stevie Award, 2018 Brand Experience of the Year (Coca-Cola Kitchen)
- Shorty Awards, 2018 Snapchat Finalist (Coca-Cola & ESPN Gameday)
- Drum Marketing Awards, 2018 Best Experiential Strategy Finalist (avid hotels)
- Effie Awards, 2017 Multi Brand Shopper Solution - (Coca-Cola & TOTT)

PROGRAMS:

PowerPoint, Keynote, Google Slides, Canva, Illustrator, Photoshop, InDesign, Slack

SKILLS:

Presentation Design, Pitch Development, Experience Mapping, Storyscaping, Consumer Journeys, Creative Ideation

ACADEMIC AWARDS (Grad Student at SCAD):

- AAF District 7 Addy's, 2017 Gold Integrated Consumer Campaign (Nike Soul)
- MAX Award, 2017 Iconic Marketing Luxury Campaign (Berkshire Hathaway)
- Cannes Future Lions, Shortlist (Nike Soul)
- Ads of the World, Feature (Nike Soul)

CURRENT INTERESTS:

Fostering dogs, rearranging furniture, catching rare fish in Animal Crossing, and crafting up quarantine cocktails