

WHAT I'VE WON

Ads of the World Award
2022 Winner

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Lurzer's International Archive Award
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2022 Winner

Gold Award ADDY American Advertising Awards
2022 Winner

Silver Award Graphis New Talent Competition
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Silver Award Graphis New Talent Competition
2021 Winner

Hunter Garner Scholarship Project Yellow Light
2020 Billboard Winner

*WordMasters National Language Competition
2011 Winner

2 DEGREES THAT WERE ACTUALLY FUN

SYRACUSE UNIVERSITY DUAL DEGREE 2018-2022

s.i. newhouse school of public communications
BS creative advertising, copywriting emphasis

school of information studies (aka the ischool)
BS information management & technology
project management emphasis

college of arts & sciences
minor in psychology

SOME THINGS I CAN RUN

adobe: photoshop, indesign, illustrator, premiere

microsoft: powerpoint, word, project, teams, outlook

coding languages: the bare minimum of python & SQL

other: google suite, nielsen's commspoint influence, mri+,
imovie, zoom, slack, canva, my mouth, a half marathon

WHAT I'VE DONE

creative copywriter @ VMLY&R

2022 - right now

bounced around between intel, smirnoff, dick's sporting goods, and now working on all coca-cola brands. worked on 360 campaigns & wrote lines for some ooh, some banners, and even more social media posts.

one creator lab instructor @ one club

2023

taught a 6 week course on the ins and outs of advertising to a group of aspiring creators.

copywriting intern @ inspira marketing group

2021 - 2022

got my first taste of the ad world by writing, designing, editing, but mostly learning during this internship program. then freelanced for a bit helping with waterloo sparkling water and the diageo world-class bartending competition.

creative director @ tnh student-run ad org. @ syracuse university

2021

this is actually the **second coolest thing i've ever done in the world of ad imo. helped manage a team of student graphic designers, copywriters, strategists, etc. & launched a campaign for a local syracuse business, scholars & champs.

intern @ sun nurseries

2016 - present

dabbled in a bit of everything. ex: helped run social media accounts, made signage for the nursery display area, helped build a new website, input inventory, stocked shelves, made deliveries, weeded beds, and the list goes on.

***manager, trainer, assistant, etc. @ mcdonogh barn

forever

i've worked with horses for the majority of my life. here are just a few of the jobs i've had over the years: manage and care for horses; prepare for events and competitions; announce, organize, and advertise for competitions and fundraisers; teach children how to ride; help run a summer camp for aspiring competitive riders; pick up rocks so they don't get stuck in horses' feet; decorate & clean & organize; help the vet & farrier; shovel crap; travel to competitions while babysitting younger kids; etc, etc, etc...

*yes, this is an award from middle school, BUT i was one of the 51 students, out of 37,000 total students, to receive a perfect score (which my parents still bring up at family dinners).

**coolest thing was designing a billboard in times square (& 26 other cities)

***disclaimer: you may think that working with horses doesn't have much to do with advertising but, let me tell you, the amount of creativity and finesse it takes to jump on top of a two-ton animal and make it hurl itself over jumps is nothing to be laughed at. additionally, extreme patience and concentration is required from anyone training young kids on weebegone ponies who would rather be munching on some hay. but the most important thing I learned over the years was perseverance. to say I failed a lot would be an understatement. from falling off horses and literally getting trampled on, to trying to keep the thousands of horses, parents, trainers, competitors, and judges happy at horse shows, if there is one thing I can say about myself it's that I surely know how to ... get back in the saddle

sorry for all the words -- i bolded "writer" for a reason :)