



Work Experience

Brand & Web Manager | RED Mountain Resort Santa Cruz, CA | August 2018 - May 2025

- Hands-on led and managed RED Mountain Resort's web presence including WordPress, Shopify and MtnOS ecommerce websites
- Redesigned, developed, and maintained redresort.com
- Designed and developed new logos, merchandise, branding and landing pages for various campaigns, products, events and promotions
- Managed email database & created email campaigns, custom email templates, database queries and scheduled sends for our resort email communications and marketing
- Organized and managed RED & RED's various entities logo & photo assets and ensured all brand guidelines are being followed across departments and 3rd party usage
- Collaborated with 3rd parties for various ad campaigns & partnerships
- Managed our Graphic Designer in an Associate Creative Director capacity by providing art direction and constructive feedback as well as managing workload across various projects
- Collaborated with the Sales and Marketing Director on campaign brainstorming and conception, and fulfilled day-to-day requests for required marketing and sales material
- Managed and created appropriate branded visuals for all social media platforms
- Led the end of year web and email analytics reporting including but not limited to: web traffic, ecommerce conversions, campaign results, and overview summaries
- Researched and led the implementation of the project management platform Wrike, and trained coworkers on proper usage

Branding & Graphic Design | Team GIVE'R Foundation March 2020 - Present

- Developed logos & branding for the organization and their various events
- Designed merchandise, sell sheets, posters and social posts for various events & programs

Branding & Graphic Design | The Compound September - November 2023

- Designed logo (primary, secondary, icon) and developed a brand style guide

Branding & Graphic Design | OMNI Fitness + Nutrition March - June 2023

- Designed logo (primary, secondary, icon) and developed a brand style guide
- Created custom business cards

Education

California Polytechnic State University, San Luis Obispo

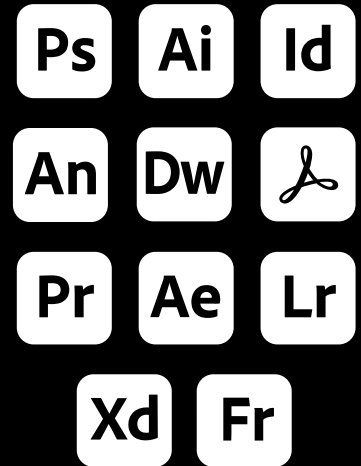
Major: Bachelor of Science, Graphic Communication

Concentration: Web & Digital Media

Graduated: Summer 2017 | Honors: Cum Laude

Tools

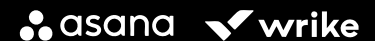
ADOBE CREATIVE CLOUD



WEBSITE BUILDERS



PROJECT MANAGEMENT



SKILLS

