

PROFESSIONAL SUMMARY

Creative marketing professional with experience leading multidisciplinary teams, managing high-volume marketing initiatives, and delivering strategic branding and communications solutions. Skilled in project management, creative direction, and cross-functional collaboration, with a proven ability to oversee complex projects from concept to completion while meeting tight deadlines. Experienced in developing integrated marketing campaigns, improving team workflows, and creating compelling print, digital, and social media content that strengthens brand identity and supports organizational goals.

EXPERIENCE

BYU, College of Humanities | Visual Media & PR Manager

March, 2026 - Current

- Manage and mentor a multidisciplinary team of student employees, including graphic designers, photographers/videographers, and web/UX designers.
- Direct high-volume marketing, branding, and communication projects for college leadership, including the Dean's Office, while managing multiple priorities and deadlines.
- Collaborate with academic departments and communications leadership to develop integrated marketing strategies, promotional campaigns, publications, and communication initiatives.
- Design branded print and digital marketing materials, promotional merchandise, and visual assets for the College of Humanities and Communications Office.
- Develop and refine project management systems, workflows, and organizational processes to improve efficiency, collaboration, accountability, and on-time project delivery.
- Conduct team meetings, project reviews, and performance coaching to ensure high-quality work and successful project execution.
- Oversee student employee operations, including scheduling, payroll, timesheet approval, goal setting, and academic accommodations.

Dentive | Brand Manager & Graphic Designer

June, 2024 - February 2026

- Led creative strategy and execution for 100+ dental practices, producing conversion-driven marketing materials, advertising assets, and branded content.
- Designed and optimized landing pages, Meta ad campaigns, and Google ad campaigns contributing to increased patient inquiries and appointment bookings.
- Partnered directly with business owners to align creative solutions with growth goals, patient acquisition targets, and brand positioning.
- Streamlined internal marketing workflows, improving turnaround time, consistency, and campaign execution efficiency.
- Managed and maintained brand identity systems across multiple platforms, ensuring cohesive customer experience and professional credibility.
- Managed website issues and provided ongoing support for optimal functionality.

BYU Athletics | Student Graphic Designer

September, 2022 - January 2024

- Served as lead designer for Roar of Cougars (ROC) Student Section, supporting audience growth, game-day engagement, and fan participation.
- Collaborated with coaches and athletic teams to develop strategic social media content and brand campaigns designed to increase attendance, recruitment engagement, and program visibility.
- Directed photoshoots and creative campaigns for recruiting efforts, contributing to enhanced brand appeal and athlete interest.
- Managed high-profile projects simultaneously in a fast-paced environment, consistently meeting tight deadlines.
- Played a key role in strengthening BYU Athletics' brand identity, fan engagement, and digital presence as they transitioned to the BIG XII Conference.

PROFESSIONAL SKILLS

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|------------------------|----------------------------------|-------------------|
| • Adobe Creative Suite | • Project Management | • Communications |
| • Microsoft 365 | • Marketing & Advertising Design | • Organization |
| • Google Workspace | • Presentation Design | • Time Management |
| • Canva | • Social Media Content Creation | • Team Leadership |

EDUCATION

Advertising, BA

Brigham Young University | Graduated December 2023

Affiliations: BYU Adlab