### Creative Experience

**Art Director/Designer**, Upstream Advertising I Eugene, Oregon September 2023 - June 2024

- Work within a team of students to compete in the National Student Advertising Competition, creating a complete ad campaign based on a real brief provided by Tide
- Collaborate in a smaller group of creatives to ideate, develop, and finalize visual assets

#### Sole Proprietor, T00thFaerie Art

June 2020 - Present

- Plan, create, and distribute art content across multiple platforms to earn revenue and drive sales
- Built and continue to grow audiences of 117,000 on TikTok, 44,000 on Instagram, and 16,000 on Facebook, learning how to market on social media through firsthand experience
- Monitor insights and performance analytics to best tailor and distribute content to audiences on each platform

## Additional Experience

# **Customer Experience Manager**, Michaels I Beaverton, Oregon February 2025 - Present

- Train, observe, and coach the customer experience team to achieve results
- Oversee and maintain execution of company policies and standards by all team members
- Lead omnichannel fulfillment processes, carry out cash reconciliation

# **Service Team Member**, Michaels I Beaverton and Springfield, Oregon July 2023 - February 2025

- Assist customers both through the checkout process and on the sales floor, ensuring a seamless, easy experience while addressing any issues or questions
- Collaborate with team members and utilize problem-solving skills to streamline customer experience

### Skills

Photoshop, InDesign, Illustrator, MS Excel, Canva, Wix Editor, Shopify, Google Analytics Meta Business Suite, creator-level operation of all major social media platforms

#### Education

**University of Oregon** School of Journalism and Communication

Bachelor of Science in Advertising, Minor in Art

magna cum laude

June 2024