

Work Experience

POWERUP Toys:

Digital Marketing Specialist (August 2022-July 2023)

- Designed graphics, created videos, and optimized copywriting for various marketing and ecommerce channels
- Built segmented campaigns on Klaviyo and maintained email flows and sign-up forms.
- Monitored Facebook group engagement and increased membership by 76%

Charles River Creative Arts Program: Co-Director (January 2022-August 2022)

- Developed curriculum and assisted in hiring and recruitment
- Oversaw art material and music equipment purchasing and maintenance

Social Media Coordinator (June 2018-June 2020)

- Managed program's various social media accounts
- Created community-focused video content for students, parents, and alumni
- Produced and designed email newsletters

Head of Animation (June 2019-August 2022)

- Organized department budget and student files
- Trained counselors on video and animation software
- Collaborated with fellow department heads to determine administrative and structural decisions

Education

Wheaton College (2014-2018)

B.A. in Sociology
President of Sociology Club

Cambridge School of Weston (2010-2014)

Volunteer with Kartwheels in Motion

G.F. Sprague & Co.:

Digital Marketing Coordinator (Sep. 2019-June 2021)

- Developed written, visual, and motion graphic content for website and social media
- Restored and exceeded previous Google keyword rankings through content marketing strategy and website re-optimization
- Increased Instagram followers by 40% through video marketing initiative
- Organized and tracked Facebook and Google Ad campaigns
- Documented home restoration projects with video and photography

Barrett's Studio:

Owner (2019-present)

- Designed and built websites for clients
- Created computer and stop motion animations for various clients
- Hosted webinars and developed event marketing campaigns
- Edited copy and video for SEO purposes

SKILLS

Media Software

- Adobe Suite (Photoshop, InDesign, Illustrator, Premiere, After-Effects)
- Video Production
- Computer Animation
- Logic
- Final Cut Pro
- Audio Engineering

Digital Marketing

- Klaviyo
- Mailchimp
- Google Ads, Analytics, & Search Console
- Email Marketing
- Wordpress
- Shopify
- SEO

Soft Skills

- Strong communicator
- Proactive
- Detail-oriented
- Adaptable & quick learner
- Organized asset and file management
- Team player
- Out-of-the-box thinker