



I'm a self-motivated and driven creative with years of marketing, team and project management experience who is pivoting into the world of advertising. I'm a team player and love to create and come up with exciting ideas with other talented people. Throughout my career I've developed a set of skills that encompass both creativity and team building. I believe this has made me a well-rounded professional and I'm looking to work for an organization where I am challenged and where I can contribute to elevate others as well.

Contact

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Education

Chicago Portfolio School 2020-2021
School of the Art Institute of Chicago 2008-2011
BA Visual Communications and Sound Design

Skills

Adobe Creative Suite | Graphic design | Public speaking | Confident with presentations | Client relations | Project management | Marketing | Digital marketing | Attention to detail | Curiosity and willing to learn something new | Strategy | Bilingual (Spanish)

Hobbies and interests

Music production | Live music | Re-learning the guitar | Reading | Advocating for animal welfare | Learning about cultures from all over the world | Films and documentaries | Science | Exploring Chicago | Traveling

*"The Future Is Inside Us,
It's Not Somewhere Else."
-Thom Yorke*

Experience

Synchrony Financial Marketing Specialist | 8/26/19 - 8/21/20

I was hired to support three different portfolios which in turn had several accounts. Two months into my new role, the managers I was supporting either quit the company or moved on to a different portfolio. I had to rely on my previous experience, wit and communication skills to learn the ins and outs of each portfolio while establishing trust with my clients. I'm proud that I was able to stay focused and motivated during a very intense period and that I was able to deliver on all projects that were in progress as well as putting together strategies for the upcoming year, which resulted in strong numbers for all of my clients. While all of this was happening, I built a strong relationship with different teams of the organization and was able to leave a mark in the relatively short time I worked for the company.

Globe Union Marketing Project and Design Manager | 3/16/15 - 8/23/19

After being promoted from Marketing Coordinator I took over managing responsibilities of all our marketing and branding assets. This included managing our in house design team (by in-house I mean they were in Taiwan as the company is Chinese-owned), two freelancers, and our media buy in agency Sonnhalter. My proudest achievement in this roles is having played a key role in updating all of our marketing collateral, creating packaging guidelines for the two brands I worked for (both of which were non-existent before I took over), and expanding our advertising presence on publications where we had no presence before; keeping everything under budget each year which made everyone very happy.

Globe Union Marketing Coordinator | 3/4/13 - 3/13/15

I worked for two brands in the manufacturing industry that were owned by their parent company Globe Union: Gerber and Danze. Gerber is a well-known brand in the wholesale world while Danze was a struggling player that specialized mainly in affordable luxury faucets and accessories. I had my hands in a lot of projects but my three main responsibilities were managing the co-op programs and assets for both brands, and designing sell sheets for our sales team. To say that these areas were in need of some serious love is an understatement, and I am very proud of having improved and leaving them in a much better state for the person who took over this role when I was promoted. The best part though is that it was a fun process where I got my first taste of working with photographers for product shots and vendors for marketing items. In a lot of ways this role was very important in influencing the rest of my career.

School of the Art Institute of Chicago Graphic Designer

Private art school is expensive and thankfully I was able to land a part-time job as a graphic designer while I attended SAIC. My main responsibility was to create posters and signage for events and announcements happening around campus. Besides the lunch money and experience I got to meet a lot of awesome and talented people, and access to lots of free snacks!