

## EDUCATION

### University of North Carolina at Chapel Hill

B.A., Journalism and Mass Communication: Visual Communications - Multimedia: May 2010

## SKILLS

- Proficient in Adobe Photoshop, Illustrator, InDesign, Flash, Lightroom, After Effects, Final Cut Pro and Blender
- Proficient with business applications of social media
- Intermediate understanding of ActionScript 2 and 3, PHP, CSS, HTML, Wordpress and Joomla!

## EXPERIENCE

### THE CARRBORO CITIZEN CARRBORO, NC

**Art Director** June 2011 - Current

- Layout pages for weekly paper and monthly supplemental issues centered around the community
- Design ads for a variety of advertisers

### BULL CITY RUNNING DURHAM, NC

**Specialty Running Sales Associate** January 2011 - Current

- Assist and educate customers about specialty running shoes, apparel, and accessories from all major running brands.
- Interface with reps to keep up to date with new products, shoes and apparel.
- Design promotional materials and t-shirts for races hosted by Bull City Running Co.

### STUDENT CONSERVATION ASSOCIATION / AMERICORPS HAPPY CAMP, CA

**River Management Intern: USDA Forestry Service** August 2010 - November 2010

- Maintained river access points and removed invasive species along the Klamath River in Klamath National Forest
- Created Google Earth layer of access points and rapids in the Klamath for river users

### THE DAILY TAR HEEL CHAPEL HILL, NC

**Design Editor** August 2009 - December 2009

- Managed a staff of 20
- Designed front, sports, or special pages for the paper on a daily basis
- Led a workshop to teach new staff members how to use InDesign

### THE SPLINTER GROUP CARRBORO, NC

**Intern** June 2009 - September 2009

- Drafted initial packaging and logo designs for a new line of Strassburg Sock products called Runner's Remedies
- Worked with Splinter Group staff members to create a marketing campaign for local coffee company, Bean Traders

### CHAPEL HILL MAGAZINE CHAPEL HILL, NC

**Intern** June 2009 - September 2009

- Managed databases, created web scraper for advertising leads, and updated website content
- Designed ads for clients to be published in the magazine or on the magazine's website
- Assisted staff photographer with lighting during photo shoots.

### ENDURANCE MAGAZINE CHAPEL HILL, NC

**Intern** June 2006 - May 2008

- Co-headed design team for the Student Section of Endurance Magazine
- Design director for local 5k race produced by Endurance Magazine
- Created monthly print ads for Fleet Feet Sports, Carrboro for publication in Endurance Magazine

### UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

**Class Projects** School of Journalism and Mass Communication 2008 - 2010

- Created environmental magazine called Sage with other members of a small team
- Designed and programmed several Flash micro-sites using AS2 and AS3

