

SUMMARY

Full-stack marketing and design professional with 10+ years of experience owning strategy, creative, and execution across every major marketing channel. I've led brand identity, websites, ads, SEO, social, print, apparel, and sales enablement from the ground up. With a strong presence in client and sales conversations, I bring clarity, confidence, and creativity to every project — bridging design, marketing, and sales to drive measurable results.

WORK

ENE Security, Salem, NH/Canton, MA **Marketing Lead -**

- Lead all marketing and sales support efforts for a commercial security integrator serving New England.
- Design sales collateral including proposals, brochures, spec sheets, case studies, and presentations.
- Manage company branding across digital, print, website, and event materials.
- Plan and execute trade shows, customer events, and partner events (booth design, signage, giveaways, follow-ups).
- Create and schedule LinkedIn and digital marketing content to drive brand awareness and leads.
- Maintain and update website content, landing pages, and SEO.
- Support sales team with custom graphics, opportunity-specific materials, and presentations.
- Work with manufacturer partners on co-branded campaigns and promotions (Axis, Genetec, etc.).
- Track performance of marketing campaigns and optimize visuals and messaging.

Albrecht Auto Group, Woburn, MA **Lead Graphic Designer -**

- Lead designer responsible for digital advertising across 9 automotive dealerships.
- Designed website banners, homepage ads, and promotional graphics for dealership websites.
- Created high-performing social media ads and campaigns across multiple platforms.
- Managed branding consistency while adapting creative to each dealership's promotions and offers.
- Worked closely with marketing and dealership teams to meet tight deadlines and promotional schedules.
- Produced graphics for seasonal sales, vehicle launches, service specials, and dealership events.
- Balanced high-volume creative production in a fast-paced, multi-brand environment.

APPLICATIONS

- Proficient in Adobe (Illustrator, Photoshop, InDesign, Premier), Wordpress, Online Web Design (Wix, Squarespace ex.), Mail Chimp/Constant Contact, WeSuite and Microsoft Office suite.
- Working knowledge of Cinema 4D, Blender, Corel Draw, HTML and CSS.

EDUCATION

Bachelor of Arts - Graphic Design 2014-2018
Anna Maria College, Paxton, MA

Bishop Hendricken High School, 2014
Warwick, RI

Brine Team Sales, Concord, NH **Film Designer**

- Design and print all films for screen printing and vinyl cutting using Adobe Creative Cloud and Cut Plot Pro.
- Use a laser cutter to cut tackle twill and sublimated patches.
- Talk and work with embroidery, sales and inventory to complete orders on time!

Communication Arts Group, Warwick, RI **Graphic Designer**

- In charge of creating logos, bill inserts, posters, social media ads and more for businesses in New England.
- Participated in daily meeting with clients and our creative team.
- Helped in the Production of a TV Commercial for Orthopedic Rhode Island.

Adlife Marketing & Communication, Pawtucket, RI **Graphic Designer**

- In charge of creating weekly advertisements for local grocery stores around New England.
- Learned to work in a fast paced environment with strict deadlines and early release schedules.
- Work with InDesign mostly using pre templated ads that are used weekly in stores.
- Work directly on the phone with store owners discussing there weekly promotions, ad changes and quickly proofing releases.

Duffy & Shanley, Providence, RI **Graphic Designer**

- Participated in weekly design team meetings to discuss client needs and jobs in progress.
- Worked with writing team and designed a full spread advertisement for Navigant Credit Union in the Providence Performing Art Centers show booklet.