

Skills

Self-directed and skilled communications and technology specialist with over six years of experience in digital marketing, e-commerce, and project management. Driven by a passion for problem-solving and innovation, I have a proven track record in branding, communications, educational technology, graphic design, and web development. As a self-starter and team player, I excel in fast-paced environments and have successfully managed multiple complex projects simultaneously.

- E-commerce site management and digital marketing strategies
- SEO, CRM, and social media marketing
- Website design and development with many CMS platforms
- Advanced software training and online course development
- Professional internal and external communications
- Branding and marketing campaign development
- Marketing strategy with print and digital media solutions
- Photography, video filming skills, and editing skills
- Advanced vector editing experience with Adobe Illustrator
- Advanced photo editing experience with Adobe Photoshop
- Print design and publishing experience in Adobe InDesign
- Video editing skills with experience in Adobe Premiere Pro
- Advanced knowledge of Microsoft Windows and Mac OS
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)

Experience

Plymouth-Canton Community Schools Computer Technician (*Plymouth, MI*)

🕒 January 2022- Present

- Started email newsletter, responsible for all coding.
- Designed multiple newsletters for Assistant Superintendent.
- Provided direct support to end users at 12+ public schools.
- Designed printed materials for the school district.

Michigan Science Center Marketing Manager (*Detroit, MI*)

🕒 September 2019 - August, 2020

- Acquired press coverage valued at \$200K+ within first 5 months.
- Planned and performed day-to-day marketing operations.
- Re-designed public-facing website and built functional prototype.
- Facilitated development of storytelling videos for digital use.

Oakland Schools Digital Marketing Specialist (*Waterford, MI*)

🕒 April 2017 - September 2019

- Re-branded OSTC-SW campus (15.8% increase in applications).
- Filmed and produced videos for advertising and digital use.
- Developed e-newsletter campaign for Wayne RESA Consortium.
- Developed branding for 20+ events and programs within first year.
- Managed advertising campaigns for 4+ student-facing programs.
- Provided marketing and graphic design support for 30+ groups.

Eight Media - Creative Agency Branding Manager / Interactive Designer (*Dearborn, MI*)

🕒 April 2013 - March 2015

- Worked with clients to design marketing campaign content.
- Web designer part of creative team that built 40+ websites.
- Prototype testing for responsiveness and usability
- CMS installation, configuration, administration setup.
- Google Apps server configuration, admin setup, maintenance.



Education

December 2012

Wayne State University

(Detroit, MI)

Bachelor of Science in Business Administration

Major concentration: Marketing & Advertising

April 2024

Wayne State Mike Ilitch School of Business

(Detroit, MI)

Master of Business Administration

Major concentration: Marketing



Professional Organizations

American Marketing Association (AMA) Detroit
Communications Co-chair – AMA Detroit 2018-19
Membership Chair – AMA Detroit 2017-18
Leadership Oakland Cornerstone Program 2018-19
Oakland County School Public Relations Association (OCSPRA)
Michigan School Public Relations Association (MSPRA)
Michigan Association of School Administrators (MASA)



Professional References

Amanda Holdsworth, Ed. D., APR
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Oakland Schools
(734) 351-6448
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Previous supervisor at Oakland Schools

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Worked on multiple projects at Oakland Schools

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Supervisor at Plymouth-Canton Community Schools

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Worked together at Tonda Elementary School

Aimee Bell
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Worked together at Gallimore Elementary School

Christian Greer
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Worked together on projects at Michigan Science Center

Dayna Ehrenberger
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Worked together at Miller Elementary School

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