



Work Experience

2022-2024

Higginbotham, Fort Worth, TX

Design & Brand Manager | Sept. 2023 - Present

Creative Designer & Brand Development | April 2022 - Sept. 2023

- Conceptualized, designed, and executed diverse internal and external communications to enhance Higginbotham's brand, including ads, social media graphics, logos, sales literature, and websites
- Developed and managed the company's internal newsfeed on WordPress, fostering engagement through daily posts and collaboration with office leaders
- Guided communication efforts for acquired agencies to ensure consistent branding in a rapidly expanding organization
- Analyzed brand positioning and consumer insights to inform strategic decisions

2017-2022

Corporate Communications Specialist | Sept. 2017 - April 2022

- Created comprehensive internal and external communications, blending graphic design and creative writing skills
- Conducted research and collaborated with subject matter experts to develop clear, technically accurate client-facing collateral
- Assisted with Higginbotham event planning and managing vendors

2016-2017

Mansfield ISD, Mansfield, TX

Substitute Teacher (grades K-12) | Sept. 2016 - May 2017

- Returned to the classroom to provide guidance, enforce policies, and instruct students of various academic levels during teacher absence

2014

Agency Habitat, Fort Worth, TX

Internship | June 2014 - August 2014

- Collaborated with the advertising agency to brainstorm and execute visual and thematic concepts for clients like 7-Eleven, Colonial Bank, XTO Energy, and ExxonMobil
- Produced original, high-quality copy and graphics for various clients in a timely manner



Education

2023

Google Professional UX Design Certification

Coursera | January 2023 - June 2023

2011-2014

University of North Texas, Denton TX

Mayborn School of Journalism | Nationally accredited

B.A. in Journalism | Advertising with a minor in Marketing



Contact

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Skills

Technical skills

Graphic Design

Branding & Identity

Web Design

Digital Marketing

Social Media

Typography

Creative Direction

Concept Development

Illustration

UI/UX Design

Wireframing

Prototyping

Copywriting

Editing/Proofreading

Animation

Video Editing

Website Management

HTML & CSS

Software/tools

Adobe Creative Suite

Figma

WordPress

SalesForce

HubSpot

Microsoft Office

