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New Orleans, LA

KEY SKILLS

- Analytics & Market Research
- Collaboration
- Communications & Messaging Strategy
- Design Management
- Digital Marketing
- Editorial Production
- Event Planning & Logistics
- Film Programming
- Leadership
- Media Relations
- Project Management
- Strategic Communications
- Textile Design
- Video Production
- Visual Strategy

TECHNICAL SKILLS

- Action Network
- Adobe Creative Suite
- Asana & Monday.com
- Canva
- Figma
- Google Workspace
- Mailchimp
- Milanote
- Microsoft Office Suite
- Slack
- Squarespace

EDUCATION

Bachelor of Arts:
Advertising & Marketing
Communications + (AAS)
Fashion Design

Fashion Institute of Technology
New York, NY

Leader, strategic thinker, and expert in strategic communications, creative and cultural strategy, and project management. Proven ability to collaborate with grassroots organizations and fight for progressive change through the effective use of civic-minded art, development of communications strategies, and implementation of digital campaigns.

EXPERIENCE

Red Cypress Consulting

SENIOR STRATEGIST & CREATIVE MANAGER

July 2023 – Present

- Developed and launched the creative department, shifting the agency's focus from being solely communications focused into a full-fledged creative agency. The role includes directing creative projects, managing the team's in-house graphic designer and specialized creative partners to bring clients' visions, missions, and goals to life through branding, video production, creative activations, and more.
- Manages vendor relationships, supports team with business development initiatives, and creates and implements efficient project management systems and workflows to streamline design and video production processes, resulting in a seamless process with clients and team members
- Serves as project manager on numerous client projects while utilizing media relations, narrative strategy, social media strategy, and more to drive success across projects
- **KEY PROJECTS:** *Design management and video production for 1) the Deep South Decrim sex workers rights campaign and 2) first-ever Gulf Gathering for Climate Justice & Joy; Project managed the launch of internal rebrand, including website redesign and production of promotional video; Media relations, video production, and social media strategy for the successful PAC for Justice election ousting the violent incumbent sheriff*

CREATIVE MANAGER & COMMUNICATIONS STRATEGIST

December 2021 – July 2023

COMMUNICATIONS STRATEGIST

May 2019 – December 2021

KREWE Eyewear

COMMUNICATIONS COORDINATOR

November 2016 – November 2017

- Coordinated across retail, design, and production teams to align strategies and develop and implement marketing initiatives
- **KEY PROJECTS:** *Editorial production and promotion for KREWE's custom acetate eyewear collection + communications for the opening of the company's first-ever NYC retail location*

EXECUTIVE ASSISTANT

August 2016 - November 2016

Opening Ceremony

CONTENT MARKETING COORDINATOR

March 2015 – May 2016

- Implemented marketing initiatives and managed content for 75+ in-house and global brands carried at the global retailer
- **KEY PROJECT:** *Creation and editorial management of the website's "Sound Check" series, featuring editorials and interviews with renowned musicians modeling Opening Ceremony products*

STAFF WRITER

August 2014 - February 2015

CREATIVE + COMMUNITY LEADERSHIP

- Patois New Orleans Human Rights Film Festival - Collective Member (2023 - Present)
- Brown Girls Doc Mafia Member (2023 - Present)
- Global Impact Producers Alliance (2023 - Present)
- IdeasCity Fellow (2019)
- New Orleans Airlift / Music Box Village Board Member (2019 - 2020)
- ODIE NOLA, Designer and Business Owner (2016 - Present)
- JARS NYC Art Collective, Co-Founder (2014 - 2016)