



Multi-Platform Designer | Digital & Print Marketer | Team Lead | Certified Project Manager | Passionate Storyteller

EXPERIENCE

ART & DESIGN MANAGER SEPT 2021 - PRESENT

CROSSROADS PRISON MINISTRIES | KENTWOOD, MI

- Develops digital marketing campaigns through dynamic web pages, SEO, Google Ads, and Retargeting Ads resulting in over \$3 million raised annually
- Reduces average project completion time by 65% through efficient team management and organization using Asana
- Oversees the development and maintenance of all Crossroads websites: cpministries.org, cmcarcelario.org, and prisonartproject.org
- Produces comprehensive communications strategies through email marketing and social media content to resonate with diverse audiences, including incarcerated recipients, volunteers, and donors

PRISON ART PROJECT COORDINATOR JAN 2019 - PRESENT

CROSSROADS PRISON MINISTRIES | KENTWOOD, MI

- Provides art direction to the Prison Art Project brand: Deepens relationships with local venues and national galleries to reinforce brand identity
- Presents as keynote speaker at art gallery receptions and donor acquisition events to over 1,000 people

GRAPHIC DESIGNER AUG 2018 - JAN 2019

CROSSROADS PRISON MINISTRIES | KENTWOOD, MI

- Designed multi-audience print marketing focused on building relationships to leverage growth in donations, ministry expansion, and partnerships to over 50,000 correspondents each year
- Created digital graphics, company brand guide, and displays for company, which improved brand consistency and recognition across 7 departments

CAMPAIGN ASSOCIATE AUG 2018 - DEC 2018

HEART OF WEST MICHIGAN UNITED WAY | GRAND RAPIDS, MI

- Engaged with United Way corporate partners on their Workplace Campaigns to raise funds and mobilize volunteers to reduce poverty in the West Michigan community
- Led professional presentations at company campaign meetings and team training sessions to encourage organizational buy-in from employees
- Maintained relationships with company partners by providing detailed documentation of campaign benchmarks using our Customer Relationship Management software

EDUCATION

CALVIN UNIVERSITY

GRAND RAPIDS, MI

- Bachelor of Arts in Graphic Design | Business Minor

ACTIVITIES

ALUMNI BOARD MEMBER AUG 2021 - PRESENT

CALVIN UNIVERSITY | GRAND RAPIDS, MI

- Serves as an ambassador for Calvin University by acting as a liaison between the university and alumni in West Michigan
- Provides marketing and communications expertise for the Alumni Association's needs to expand and strengthen the alumni network

YOUNG MEN'S CONF. COMMITTEE FEB 2022 - PRESENT

GEORGETOWN PRC | GEORGETOWN, MI

- Plans educational opportunities for young men to be mentored, find community, and to discuss relevant topics

SKILLS

- Art Direction & Branding
- Collaborator and Team Player
- Pixel Perfectionist
- Project Management
- Public Speaking
- Resourceful & Conscientious
- Social Media Savvy
- Technical Attention to Detail
- Typography
- Verbal & Written Communications Expertise

TOOLS

- Adobe Creative Suite
After Effects, Illustrator, InDesign, Photoshop, Premiere Pro
- Asana
- Constant Contact (Email Marketing)
- Feathr
- Figma
- Google Ads
- HTML
- Microsoft 365 Suite
Excel, PowerPoint, Dynamics 365 (CRM), SharePoint, Word
- ResourceSpace
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Video
- Whiteboarding/Design Exercises
- WordPress