



## Education

### Northern Michigan University

2019-2021

Majored in Social Media Design Management, included public relations, marketing and art and design, Minor in Psychology

### West Shore Community College

2015-2018

Dual-enrolled in high school  
Associates of Art

## Skills

### Adobe Creative Cloud

Lightroom, Illustrator, Photoshop, InDesign

### Graphic Design

### Photography

### Social Media Content Creation

### Customer Service

## Design Experience

### Content Creator

Invent@NMU

Designed a newsletter, outreached for consumer generated content, photography  
2021

### Public Relations Student Society of America

Committee head for fall fundraiser  
2021

### Facebook Certification

Learned about the different ad revenues and post options on Facebook and Instagram. Learned which revenue would be the most suitable depending on different types of businesses  
2020

### Website Designer & Manager

Celebrate Recovery  
2019-2020

## General Experience

### U.N. Sustainable Development Goals Training Seminar

2021

Learned about the 17 SDGs created by the U.N. for local implementation. Worked in groups to make an action plan for Northern Michigan University.

### Waitress & Hostess

TJ's Pub & Ramsdell Inn

2017-2021

Customer service

### Retail

Todd and Brad Reed Photography

2018-19

Customer service, retail, cut and matted prints, priced and displayed items

### Mackinac Island Honor Scouts

2013-2017

Served on Mackinac Island for a week each summer as the Governor's Honor Guard

Stood on guide duty in the fort, raised and lowered the flags at the Avenue of Flags (back entrance to the fort), marched in formation

Gained leadership skills

## Certifications

### Google Ads Display

Demonstrated the ability to deliver effective display advertising to meet specific marketing objectives  
2021

### Google Shopping Ads

Demonstrated the ability to connect products with shoppers across their purchase journey  
2021

### Google Ads Video

Demonstrated the ability to get results from YouTube and Google Video advertising solutions  
2021