

## CONTACT

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## INTRO

As a results-driven Media and Marketing Professional with extensive experience in Graphic Design, Photography, Videography, Paid Media Campaigns, and Web Design. Proven track record in leading marketing initiatives, increasing e-commerce performance, and developing strategic marketing plans for diverse industries. Skilled in content creation, SEO, SEM, and performance analysis.

## EXPERIENCE

### **Pyxis Lab, Inc.** **MARKETING DIRECTOR**

#### **2020 → Present**

- Led comprehensive marketing initiatives to establish and maintain consistent brand identity across web design, print media, graphic design, and UI/UX app design.
- Boosted e-commerce revenue from \$25K to \$850K annually by implementing targeted paid media campaigns, SEO strategies, and social content marketing.
- Enhanced user engagement by redesigning mobile and desktop applications, resulting in a 30% increase in user retention.

### **JD MEDIA** **FREELANCE**

#### **2018 → Present**

- Developed and executed multimedia campaigns across diverse industries including fitness, healthcare, gaming, environmental science and childcare, leading to an increase in client engagement.
- Established long-term relationships with clients by consistently delivering high-quality websites, graphics, videos, and photos tailored to their unique needs.

### **TEMPLE UHRL** **RESIDENT ASSISTANT**

#### **2017 → 2019**

- Organized and led community-building programs for over 1,000 students, enhancing student engagement and satisfaction.
- Collaborated with university executives to revamp the Resident Assistant program, improving student retention and overall experience.

## EDUCATION

### **Temple University** **B.A. Media Business & Entrepreneurship**

#### **2016 → 2020**

- Bachelor's Degree in Media Business & Entrepreneurship with a minor in Business Administration & Operational Management.
- Relevant Coursework included Graphic/Web Design, Business Development, Operational Communication & Digital Marketing.

## SKILLS

### **Softwares**



### **Hard Skills**

- Graphic Design, Videography, Photography, Web Design, Print Media Creation, Document Creation, Event Coordination.

### **Soft Skills**

- Creative, Adaptable, Communicative, Teachable, Passionate.

## ORGANIZATIONS

### **AWT Marketing Committee** **VICE CHAIR**

#### **2025 → Present**

- Coordinate meetings and collaborate with fellow marketing committee members to develop marketing materials for the Association of Water Technologies.