

EXPERIENCE

Freelance Designer and Social Media Specialist

Hudson Studio, Incorporated • Alexandria, VA

Aug 2019–present

- Conceptualize and design client materials
- Create, execute and manage client digital & social media strategy to improve business outcomes
- Increase clients' online presence through paid and unpaid social campaigns
- Monitor clients' social media user engagement and optimize content for successful business outcomes
- Experienced in social media targeting and communication
- Experienced in engaging customers and targeting prospects on social platforms while leveraging influencers
- Experienced in analyzing metrics, identifying trends, and optimizing performance on social media platforms

Executive Director

Northern Virginia Orthodontics Foundation • Ashburn, VA

Jan 2019–present

- Develop and implement strategic plans in partnership with the Board of Directors
- Ensure commitment to and compliance with all applicable laws and regulations across the organization
- Create a culture of transparency and communication throughout the non-profit throughout the non-profit to ensure a common commitment to our community partners
- Develop positive relationships with key community leaders
- Address the greatest needs of our community, including focus on childhood cancer awareness and financial support

Marketing Director

Northern Virginia Orthodontics • Ashburn, VA

2008–2019

- Planned, directed and oversaw internal creative & marketing practices
- Created and maintained processes and procedures that enabled optimum team performance
- Managed and tracked new patient acquisition costs and increased average revenue per new patient
- Provided oversight, art direction and quality control for projects that included print collateral, event materials, websites, presentations, advertising, social media applications and videos
- Engaged with vendors to obtain cost estimates and most cost-efficient methods for producing materials
- Interviewed, hired and managed staff

Freelance Graphic & Web Designer

HDN Studio & External Clients • Alexandria, VA

2005–2008

- Conceptualized creative ideas with clients to ensure their business outcomes
- Designed and produced brand identities and standards, print collateral, event materials and websites
- Tested and improved the design and functionality of websites to ensure business outcomes
- Enforced content standards throughout web and print materials
- Managed and produced online content through HTML and content management systems

Graphic Designer/Web Specialist

Burson-Marsteller • Washington, DC

2000–2003

- Designed projects — from advertisements to websites
- Developed concepts for client work, internal projects and new business campaigns
- Presented concepts to clients and managed feedback and expectations
- Worked closely with vendors to obtain cost estimates and ensure product accuracy

SKILLS

Adobe Creative Suite: Acrobat Professional, Illustrator, Lightroom, Flash, InDesign and Photoshop
Apple iWork: Pages, Numbers, Keynote
Microsoft Office: Excel, PowerPoint and Word
Proficient in Wordpress and SquareSpace
Fluent in Google Analytics, Facebook Insights, Twitter Analytics
Current with the latest social media best practices

EDUCATION

James Madison University

BS – School of Media Arts and Design with a concentration in Multimedia Design
1995–1999

HONORS

2019 Loudoun100 Honoree – Casey Peterson
2019 Small Business of the Year – Northern Virginia Orthodontics
2019 Washingtonian Great Places to Work – Northern Virginia Orthodontics
2013 Washingtonian Great Places to Work – Northern Virginia Orthodontics

COMMUNITY INVOLVEMENT

Executive Director – The NVO Foundation
Volunteer – Team Mathias & Ellie’s Hat Childhood Cancer organizations
The Big Dig Executive Committee – 2020 Childhood Cancer event
Community Liaison – Madison’s Trust Elementary School
Anti-Bullying Leadership Team – Brambleton Middle School
Charity Cup 3v3 Soccer Tournament Director /Host – Raised \$40,000 for the Inova Schar Cancer Institute at this one-day event