



SUMMARY OF QUALIFICATIONS:

- Digital marketing experience: 7 years of establishing social media presences and driving community management and moderation.
- Visual design experience: 6 years establishing visual design direction, branding and marketing collateral (digital, print, video, motion graphics).
- Proficient software: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere), Figma, Blender.
- Skilled in following platform management: Facebook, Twitter, TweetDeck, Twitch, Discord, Miro, MS Office and Google Suite.

PROFESSIONAL EXPERIENCE:

PowerUp USA, Charlotte, North Carolina

October 2020 - June 2021

Instructor

- Exposed inner city youth (elementary to middle school age) to STEAM programs through after school, online courses.
- Held 2 hr classes with a group of 5 students twice a week; introduced basic game design by creating engaging, concise tutorials and instructional material.
- Advocated for increased awareness in game development, such as the use of game engines and creation via Roblox.

Central Piedmont Community College, Charlotte, North Carolina

January 2020 - August 2020

Lab Assistant

- Reinforced course material within the department by establishing versatile and engaging workshops, ranging from game development to web design; covered software and game engines such as Unreal Engine, Blender, Unity VR, Photoshop, Google Sites and more.
- Increased and maintained student satisfaction due to increased communication, educational content and engagement.

Koyobi Gaming LLC, Charlotte, North Carolina

October 2016 - July 2020

Marketing and Community Manager

- Regularly met with shareholders to manage competitive, esports ready tournaments within local fighting game community; actively engaged with community through strong social media presence (Facebook, Twitter, Discord).
- Tracked analytics to gain insight on our online community; adapted to audience needs via marketing and branding.
- Established campaigns and retention through bi-weekly promotional posts on social media and collateral; examples include partnering with local GameStop to host pre-launch events, resulting in average of 30 attendees.
- Created following of 677 people; held weekly events with average of 40 participants, quarterly tournaments with up to 60 participants; birthed sister organization known as Athena Alliance founded and led by prominent women within the gaming and content creation community.

COMMUNITY ENGAGEMENT:

ChARlotte AR Experience, Charlotte, NC (Vendor)

June 24th - 25th, 2021

The ChARlotte AR Experience is a youth camp focused on playing, learning, & creating in Augmented Reality. The AR Experience focused on inner city youth in middle and high school, giving participants the opportunity to learn about Charlotte's urban history and community.

- Managed and mentored small group of 4 middle school students in order to create a UI/UX prototype of a functioning AR app using Figma.
- Established and delegated roles to students related to app development, ranging from app functionality and gamification to historical context of Charlotte's urban development.
- Presented app prototype with students to shareholders.

EDUCATION:

BA in Illustration

University of North Carolina at Charlotte -
Charlotte, NC

January 2015 - May 2019

Associate in Applied Science - Simulation and Game Development

Central Piedmont Community
College - Charlotte, NC

August 2010 - Dec 2012

CERTIFICATIONS:

HubSpot Academy

Content Marketing Certification

Obtained Feb 2022