



757-848-3728

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Skills

STRATEGY

User Personas
Creative Briefing
Comms Planning
Brand Positioning
Visual Storytelling
Creative Problem Solving
Competitive Market Analysis

RESEARCH

Surveys
Focus Groups
1-on-1 Interviews
Discussion Guides
Man On The Street
Segmentation Studies

SOFTWARE

Helixa
MRI/CMI
Adstream
Brandwatch
Google Office Suite
Adobe Creative Suite
Microsoft Office Suite

OTHER

Budgeting
Scheduling
Event Planning
On-Screen Host
Team Leadership
Social Media Management

Recognitions

MAIP Fellow
AIGA Chapter President - GMU
AIGA Events Coordinator - GMU
T. Howard Foundation Finalist
WCHS Cheerleading Coach
Black History In The Making
2019 VCU Award Recipient

Experience

Creative Strategist FEB 2022-PRESENT

UNINTERRUPTED, SpringHill, & Hana Kuma

- Lead marketing and strategy development for internal brands, converting data and insights into campaigns, brand positioning, content, IP, experiences, and products
- Author creative briefs that ensure brand objectives, illustrate insights, and inspire creatives
- Develop and present pitch decks for brand partnership-sponsored content, experiences, and white-labeled IP development
- Creatively produce content through insight-led content and talent research, writing, and editing for digital content and podcasting
- Chair TSHC Black ERG by curating events, serving as on-screen talent, garnering sponsorship, and managing the annual budgets

Jr Brand Planner FEB 2020- FEB 2022

EP+Co

- Facilitated and analyzed ethnographic research for its influence on client business
- Created and curated daily agency briefings to deepen cultural connections, spark creative ideas, and grow the business of internal/external stakeholders
- Led communications and built audience across owned social channels
- Researched cultural moments and trends relevant to client business
- Increased agency cultural currency by co-founding ERG for Black employees
- Collaborated to create a framework for Community Management department

MAIP Fellow Planning Intern June- Aug 2018

Hill Holliday

Teaching Graduate Assistant Aug 2017 -May 2019

VCU Globe

Business & Graphic Design Teacher Aug 2014 - June 2017

Teach For America 2014 Corps Member - Warren New Tech High School

PR & Graphic Coordinator May 2013 - June 2014

Chase Dreams Not Boys

Education

Virginia Commonwealth University (VCU) Brandcenter May 2019

M.S. Business I Branding *Strategy*

George Mason University (GMU) May 2014

B.A. Arts & Visual Technology *Graphic Design*

Minor *Business & Communications*

Notable Accounts

Lionsgate
Target
Walmart
Paramount
P&G
Essence Festival
WNBA

Ask Me About

How To Increase Your Brand's Cultural Currency
Surviving A Squirrel Attack