

EDUCATION

B. F. A.

GRAPHIC DESIGN

MAGNA CUM LAUDE

Savannah College of Art & Design

SCAD • 2020

Abilene Christian University

ACU • 2017

CERTIFICATIONS

SERVER TRAINING PERMIT

Savannah Bar/Alcohol Certification • EXP 2029

HEARTSAVER®

CPR AED

American Heart Association • EXP 2027

FOUNDATIONS OF DIGITAL

MARKETING & E-COMMERCE

Google Courses • 2023

DIGITAL PRODUCTION IN CANVA

Coursera • 2023

AWARDS

DEANS LIST

Honors Graduate • SCAD

IDA HONORABLE MENTION

2020 • Lagom App • SCAD

International Design Awards

PHI ETA SIGMA

Honors Society • ACU

SKILLS

ADOBE CREATIVE SUITE • • • • •

PUBLIC RELATIONS • • • • •

G-SUITE • • • • •

CANVA • • • • •

PHOTOGRAPHY • • • • •

CLO • • • • •

DATA + RESEARCH • • • • •

MARKETING • • • • •

VIDEO EDITING • • • • •

SOCIAL MEDIA

MANAGEMENT • • • • •

WEDDING DETAILING • • • • •

EXPERIENCE

THE KIMPTON BRICE HOTEL (AN IHG PROPERTY)

PR & MARKETING NIGHTLIFE MANAGER • 2024 - PRESENT

Responsible for all marketing, branding and public relations efforts for the 145-room luxury boutique hotel. Developed carefully crafted campaigns via email, web design, socials, media coverage and print. Successfully built close high-value community relationships that evolved into vital partnerships. Managed a multi-channel marketing schedule including FB, Instagram, Meta, TikTok, LinkedIn, Linktree, WeddingPro, Resortpass, Google Business, Trip Advisor and emailers for both the restaurant and hotel. Held as the point of contact to all public-facing initiatives including press coverage, photo-shoots, media stays, influencer collaborations, crisis communication, and reputation management.

Executed all brand centered deliverables as the photographer, event coordinator, decorator and on site designer for all promo. From in-room signage, playlists and menus, lifestyle experiences were the focal point, to elevate the guest journey. Purposefully curated on-site activations with key operational leaders and cross functional team members to ensure an optimal stay.

Managed the PR agency, delegated paid campaigns across socials and aligned marketing efforts with revenue goals, group sales and yearly occupancy rates. Successfully guided the local perception from a negative to achieving positive feedback that reached 4.1M from media stays and influencer collaborations. This expanded to 19.7M in 2025, 6.1M via influencer partnerships, and 952M total impressions, successfully transforming the hotel's positioning as a premier Savannah destination.

SAVANNAH COLLEGE OF ART & DESIGN

SCAD ALUMNI MENTOR • 2023

GRDS guest speaker for a two hour seminar about Apparel Design as a Graphic Designer. I was chosen based on my design experience and expertise, the audience consisted of over 60 students; both virtual and in person as we discussed the fundamentals of apparel design and how to implement the skills we learn from SCAD to new fields that have been untapped. Presented a live demonstration of the apparel design process and gave advice based on student and professor questions.

Hosted live Q&A's with students as an alumni about the post graduation experience.

Lead discussions and gave advice on best practices for interviews, resumes and portfolio's.

ABERCROMBIE & FITCH

LEAD GRAPHIC DESIGNER • 2020 -2023

Lead all BHM (Black History Month) initiatives 21-23 Adults x Kids. Produced graphic work as the lead designer for all creative direction. Initiated the "Vol. 28 " collection as well as named the campaign, photo-shoot and worked as the point person for all communication. Presented to VP of Adults and A&F kids for seasonal deliverables. Liaised as point person for 'The Steve Fund' donors, organization and PR.

Worked side by side with the AD of Mens, the SD of Global DEI & the BIC. Connected with copywriters, photographers, concept & other designers for seasonal / quarterly meetings. Conducted research for user/product/customer data & shared with cross functional partners consisting of recaps, trend spotting & fashion news. Designed 50+ apparel graphics for each season (every 2 months) and developed proposals as the sole designer for all fleece products of Abercrombie Kids BOYS + GIRLS.

APPAREL + BRANDING + MARKETING + CONCEPT

coneshaze

lead graphic designer

97 AIRYFE