

Experience

Office of California Governor Gavin Newsom

Deputy Digital Director (July 2024 - Present)

- Creating high-performing content for digital platforms with on-the-ground footage, original graphics, news clips & file videos

Async Strategies

Digital SMS Specialist (September 2023 - March 2024)

American Bridge 21st Century

Content Manager (March 2022 - November 2022)

Digital Strategist, Social Media & Design (September 2021 - March 2022)

- Crafted social campaign & long-term content strategy to shape narratives
- Garnered 12.4M+ organic social impressions & 501.8M+ GIPHY views
- Oversaw creative projects, including graphics, vertical/1x1 videos, live features & content rollouts

CivicPlus

Freelance Social Media Manager (April 2021 - May 2021)

Democratic Congressional Campaign Committee

Digital Strategist (March 2020 - March 2021)

- Raised record-breaking \$112M nationally in small-dollar donations

Kansas Democratic Party

Digital Media Director (January 2018 - February 2020)

Communications Fellow (August 2017 - December 2017)

Intern (May 2017 - August 2017)

- Won both a three-way gubernatorial election & Democrats' first congressional race in a decade

Adrienne Olejnik for Kansas House District 51

Digital Director, Campaign Researcher (July 2016 - November 2016)

Freelance Graphic Design

(2014 - 2018)

Skills

- Adobe Creative Suite
 - Photoshop, Illustrator & InDesign
 - Premiere Pro & After Effects
- Social Media Copywriting, Style & Voice
- Content Calendar Management
- Brand Refreshes & HTML/CSS Coding
- Generative AI Content & Systems
- Project Management & Rapid Response

Education

Kansas State University

B.S., *magna cum laude*, Mass Communications

Minors: Music, Political Science

(May 2018)

Certifications

• Career Essentials in Generative AI by Microsoft & LinkedIn (2023)

• Career Essentials in Project Management by Microsoft & LinkedIn (2023)