

EDUCATION

Master of Urban Planning

New York University Wagner Graduate School of Public Service, 2020

- Studied global and local planning techniques, with special attention to NYC-area applications, through walking tours and guest lectures with policymakers, community organizers, and local experts
- Used various tools to conduct community outreach and complete assignments including Python, IBM SPSS, ArcGIS, QGIS, Tableau, Adobe products, online surveys, intercept surveys, and public meetings
- Produced multiple group projects including Capstone
- Selected courses: history and theory of planning, GIS and spatial analysis, urban design, data visualization, land use law, urban economics, transportation planning, principles of sustainable urbanism, community organizing, statistics, and financial management

Capstone Program Intern (Via MUP)

Office of Manhattan BP Gale A. Brewer, 2019–2020

- Created a guidebook to help religious organizations understand and access legal rights, resources, and opportunities related to their properties
- Collaborated with the Borough President's Religious Facilities Task Force to study community needs through workshops, public forums, personal interviews, expert consultation, geospatial data, and public records

Bachelor of Fine Arts

Boston University College of Fine Arts, 2010

- Double major: Graphic Design and Advertising
- Created interactive poster installation as design thesis
- Participated in BU AdLab student-run agency, delivered client work for Social Boston Sports
- Selected courses: web design, typography, (film and digital) photography, drawing, painting, sculpture, art history, marketing, writing, public relations, journalism

SKILLS & INTERESTS

- Skilled at cross-disciplinary research and composition
- Adept in Adobe CC apps, especially: InDesign, Illustrator, Photoshop, Premiere, After Effects, Audition
- Extensive experience with HTML, CSS, and WordPress development, proficient with Javascript
- Comfortable in Mac and Windows environments and with Microsoft Office apps and online productivity suites

EXPERIENCE

Senior Communications Associate

NYU McSilver Institute, 2014–Present

- Design lead for all institutional communications, including websites, video series, annual reports, social media campaigns, and email marketing
- Tasked with brand stewardship, maintenance of internal communication resources, and primary website administration and development
- Project lead for daily departmental news briefing
- Supports public and internal events with promotion, registration, signage, programs, and other collateral
- Facilitates virtual events, live streaming, and recording
- Manages a suite of websites, social media accounts, and third-party tools and analytics suites
- Plans, produces, captures, and edits audio and video content for events and special initiatives
- Supports research staff with conference presentation materials, personal stationery, and grant proposals

Creative Director

Janine Just Inc. PR & Events, 2013–2014

- Managed branded communication and assets for a diverse portfolio of clients
- Designed and produced print and web collateral for events, email marketing campaigns, and graphics and editorial art for web properties and social media
- Supervised contributing staff and interns

Youth Mentor

Adobe Youth Voices Project, 2011–2013

- Taught at multiple Boston Public Schools, grades 5–12
- Facilitated youth-led multimedia production with mentoring, lesson planning, instruction, and field visits
- Managed student files, software deployment, equipment allocation, and deliverables
- Planned and lead professional development sessions

Freelance Designer

2009–Present

- Produced advertisements, social media, e-mail templates, animation, pitch decks, and landing pages
- Worked with diverse clients in higher education, small businesses, startups, nonprofit and advocacy organizations, arts institutions, and independent artists
- Collaborated directly with client teams, managing projects from concept to production