

EXPERIENCE

PHOTO + CONTENT LEAD [DEC 2021 - PRESENT]

Lokai + Elements Drinks by Lokai | New York, NY

previous;

MANAGER, CREATIVE + CONTENT [JAN 2021 - DEC 2021]

CONTENT CREATOR + SOCIAL MEDIA MANAGER [APR 2019 - DEC 2020]

- Manage all photography and content production reporting to the Creative Director
- Responsible for successfully shooting and launching Lokai's licensed product collaborations with Netflix's Stranger Things, National Geographic, Disney, Star Wars, Marvel, Pantone, NBA + WNBA, Basquiat, and Keith Haring
- Own the production process from concept to delivery for all internal photo shoots and manage communication with all external contractors
- Shot and edited all photo and video for Elements Drinks by Lokai at ComplexCon Chicago, July 2019
- Maintained agility & assisted in product development that responded to global crises such as the Australia Fires Relief, Black Lives Matter movement, and Coronavirus relief efforts, that drove over \$165k of donations
- Planned and managed all content for organic social channels and managed one direct report
- Assisted in launching Elements Drinks by Lokai, in May 2019

SOCIAL MEDIA MANAGER [NOV 2018 - MAR 2019]

Juice Generation | New York, NY

- Managed all internal photoshoots
- Planned monthly content for all social channels
- Refreshed influencer strategy and created evergreen Instagram Story campaign
- Monitored KPIs and optimized content for higher engagement
- Assisted in copy writing and editing

CONTENT MANAGER [MAR 2017 - NOV 2018]

Sunflower Group, an Advantage Solutions Agency (Formerly Brand Connections) | New York, NY

AWARDS: Agency recognized with a gold PRO award for Best Integrated Campaign by *ChiefMarketer* for its social and digital work for SunnyD's "Boldly Original" campaign.

- Lead photographer for SunnyD's "Boldly Original" campaign and all social photo shoots; Saw a 61% increase YoY in engagements, and over 500% increase in positive UGC after shift in brand tone and voice; Instagram saw a 200% YoY increase in followers; Twitter experienced a 20% rise in organic growth thanks to an 85% improvement in brand sentiment from 2017
- Directed, shot, and edited all social content for Dunkin' Donuts (Tri-State Area); Saw a 42% increase in followers after creative refresh and a 24% YoY improvement in engagement rate, resulting in an increase to our retainer with the client
- Photographed Season 4 launch event for Netflix's Narcos

SOFTWARE

ADOBE CREATIVE SUITE

(Photoshop, Lightroom, Bridge, Premiere Pro, Illustrator, Indesign, After Effects, Media Encoder)

CAPTURE ONE

SKETCH

KEYNOTE

GOOGLE SUITE

CANON

SONY

PUBLICATIONS

VOGUE ITALIA | August 2021

PhotoVogue

THE CREATOR CLASS | November 2016

The Drive: Touring America's Top Creative Cities

EDUCATION

SALVE REGINA UNIVERSITY

BA, Studio Art: Photography
2012 | Newport, RI

UNIVERSITY OF NEW SOUTH WALES

Fall 2010 | Sydney, Australia