

## Marketing Director

Graphic Design | Web Design | Social Media Engagement | Content Creation | Copywriting & Editing

Innovative social media marketing expert with a record of success in branding, graphic design, website design, digital campaign development, presentations, and instructional design for the Arkansas Department of Education. Natural leader, known for being organized, accountable, and empathetic, with a strong commitment to quality.

### Areas of Expertise

**Branding / Logo Development**  
**Creative Problem-Solving**  
**Video Creation & Editing**

**Social Media Management**  
**eCommerce Web Development**  
**Presentation Development & Delivery**

**Email Marketing**  
**In-Person & Virtual Training**  
**Innovative Mindset**

### Career Accomplishments

- Sold Arkansas Department of Education on **launching a Social Media Coordinator role**; selected to fill and define the newly-created position.
- Voted 2021 **Active Member of the Year** by Junior League of Little Rock and served as **Marketing Vice President** on the 2019-2020 Board of Directors.
- Awarded 2016 **Innovative Teaching Grant** and recognized as 2017 **AR Middle Level Art Educator of the Year**.

## PROFESSIONAL EXPERIENCE

**ARKANSAS DEPARTMENT OF EDUCATION** | Little Rock, AR 9/2017 – Present  
*Government entity providing leadership, support, and service to schools and districts.*

### **Social Media & Outreach Coordinator** | Office of Communications (1/2022 – Present)

Create graphics and videos for social media and other promotional needs. Approve and schedule all social posts for ADE and subdivisions. Manage branding and logo use for the department and help update DESE website as needed. Supervise social media work of six other divisions under ADE. Report to Communications Director.

- Lobbied to create this position which, for the first time, unifies social media responsibilities into a single role.
- Implemented new software including Agorapulse, Class Intercom, Linktree, and Rebrandly.
- Increased social media engagement by introducing timely responses to comments and messages.

### **Digital Learning Specialist** | Office of Research & Technology (7/2021 – 12/2021)

Worked with state team to support planning, implementation, and evaluation of digital learning environments in Arkansas. Presented training virtually and in person and helped develop content for online courses. Managed website and social media content for Digital Learning Unit. Reported to State Director of Digital Learning.

- Developed branding for Digital Learning Unit materials including social, web, handouts, and presentations.
- Completed "Applying the QM Rubric" online course and certification from Quality Matters.
- Helped transition team members from Team Digital to DESE Digital Learning Unit.

### **Instructional Designer** | Office of Research & Technology (9/2020 – 6/2021)

Provided training sessions on Research & Technology (R&T) data systems, including Ambassador Academy. Developed presentations and promotional materials for R&T initiatives and events. Managed website and social media content for R&T office. Reported to Technology Outreach Supervisor.

- Developed logo and branding for SMACtalk including website, social posts, and newsletter.
- Developed logo and branding for Cyber Incident Response Team and Security Awareness Campaign.
- Led statewide technology reviews of all school districts' digital learning plan waiver applications.

### **Standards and Systems Support Specialist** | Office of Public School Accountability (7/2018 – 8/2020)

Supported assigned school districts with the accreditation process. Checked assigned district websites for compliance with state reporting requirements. Conducted onsite monitoring visits and student transcript audits.

- Created branding and social media for Schools on the Move campaign celebrating accountability successes.
- Designed promotional content for ADE Summit Conference, starting in 2020 through present.
- Selected and implemented Basecamp platform for documenting statewide coordinated support of school districts. Onboarded 100+ members and provided user training and support.

**School Improvement Specialist** | Office of Public School Accountability (9/2017 – 6/2018)

Served as liaison between Office of Public School Accountability and Technology Initiatives & Resources Unit. Led training on R&T data systems and developed slides and promotional materials for R&T initiatives and events.

Provided technical support for teams using state data systems to complete school improvement plans.

- Developed training materials and resources on the Every Student Success Act for districts and peers.
- Designed mockups for My School Info webpages showing new ESSA and public school rating reports.

**NORTH LITTLE ROCK SCHOOL DISTRICT** | North Little Rock, AR

7/2014 – 9/2017

*Public middle school serving ~2K students in grades 6-8.*

**Middle School Art Teacher**

Taught daily art classes for students in grades 6-8, a semester course including special education classes. Provided lesson planning, curriculum development, classroom management, and administering state assessments.

- Awarded competitive grant for the Arkansas Artmobile, visited by every sixth grader in the school.
- Established after-school art club for budding artists to receive art enrichment and participate in art contests.
- Mentored two student teachers doing field experience in my classroom from the UCA College of Education.

**DOLLARWAY SCHOOL DISTRICT** | Pine Bluff, AR

9/2013 – 6/2014

*Public elementary schools serving ~600 students in grades K-5.*

**Elementary Art Teacher**

Prepared, taught, and managed 25 weekly art classes for students grades 1-5 including special education classes.

- Developed curriculum from scratch and presented session entitled Around the World with Art at the Arkansas Art Educators fall conference to share lessons and resources, first of three times to present at conference.
- Volunteered time and resources for annual Family Night, Christmas Play, and Reading Festival.

**DILLARD'S, INC.** | Little Rock, AR

6/2011 – 8/2013

*Upscale department store chain with an online retail website and ~280 stores in 29 states.*

**Front End Developer** (8/2011 – 8/2013); **Graphic Design Intern** (6/2011 – 8/2011)

Member of eCommerce team building and managing dillards.com. Created webpage mockups and wireframes for desktop and mobile; wrote HTML, CSS, and JSTL code for webpages; and troubleshoot display errors across browsers.

- Contributed to first dillards.com mobile website and app; collaborated with interagency user experience (UX) team; elevated role of front-end development team members; and implemented first Dillard's WordPress blog.

## ▀ EDUCATION

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**UNIVERSITY OF CENTRAL ARKANSAS** | Conway, AR**Master of Arts in Teaching, Secondary Track** | GPA: 3.917

2014

First year of teaching under Provisional Teaching License served as internship in MAT program.

**Bachelor of Fine Arts, Emphasis in Graphic Design, Minor in French** | GPA: 3.692

2011

Senior Art Exhibition 2011; Graphic Design Performance Scholar; First Place Magazine Typography 2012 for Vortex Magazine from Arkansas College Media Association; Student Graphic Designers Society (Founder and President)

CERTIFICATION: **Arkansas Standard Educator's License** (201, 202). Certified to teach P-12 Art.

TOOLS: Adobe Creative Suite (Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Premier Pro), Microsoft 365, Google Workspace, web content management systems (WordPress), email content management systems (Mailchimp, Emma), social media management (Hootsuite, Meta Business Suite), HTML/CSS, Canva, Zoom

## ▀ AFFILIATIONS & LEADERSHIP

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**Junior League of Little Rock**, nonprofit civic leadership organization

- Marketing Vice President, Board of Directors
- Marketing Manager, Downtown Dash Committee
- Publications Editor, Publications Committee
- Supervising Committees & Councils (6 years)

**Girls on the Run of Central Arkansas** – Head Coach (2021), Assistant Coach (2022, 2016), Social Media (2021)

**Arkansas Art Educators**, chapter of National Art Education Association – former Council Member/Website Editor

**Kappa Delta Pi**, International Honor Society in Education; **Tau Beta Sigma**, National Honorary Band Sorority