

WORK EXPERIENCE . . .

FRAME MEDIA . . .

2022 – present

Design Consultant

Addressed challenges & desired outcomes as laid out in design brief, formulated new strategies to develop stronger distribution methods for Gen Z & millennial news consumption, style guide & video deliverables

PAPER MOON RECORDS . . .

2021 – present

Strategy Intern

Maintain label presence & boost engagement on social media, organize & support label projects (including scheduling and content creation), develop & coordinate visuals consistent with label aesthetic and initiatives

PARSONS SCHOOL OF DESIGN . . .

2018 – present

Office of Admissions

Led campus tours through the university while summarizing experience, curriculum & relevant information. Other responsibilities included front desk duties, answering the university phone lines, and content creation for university social media

FREELANCE . . .

Video Production

2020 – present

Ideation & execution of music video for artists including Margaux, Westerlies Music Festival 2021, Fiona & Fred, NOBA

Executive Assistant

2019 – 2020

Provided organizational and administrative skills, tasks included data entry, invoice management, and scheduling

SKILLS . . .

VIDEO

Editing, direction, set design, cinematography

DESIGN

Photoshop, InDesign, Canva, typography, brand identity, curation, print

STRATEGY

Formulation, ideation, design thinking, slide decks, briefs

OFFICE SUITES

Google Docs / Sheets / Slides, Microsoft Office

WEB

CSS, HTML, SEO, CMS

SOCIAL MEDIA

TikTok, Instagram, Twitter, Facebook

VIETNAMESE & SPANISH

Limited fluencies

EDUCATION . . .

PARSONS

SCHOOL OF DESIGN

Strategic Design & Management BBA
Culture & Media minor
2018 – 2022

MIDDLETOWN

HIGH SCHOOL

Student Council, Varsity Sailing, Newspaper
2013 – 2017