

## Teaching Experience

### Doane University:

#### **IDT 670 Game Strategies and Motivation**

Course Developer (2018), Instructor (2019, 2020)

Description: An introduction to gamification methods and implementation in business, academic and design contexts. Students will distinguish gaming models and methods as they relate to academic theories and psychological methods.

#### **IDT 650 Advanced Web Design**

Course Developer (2019), Instructor (2020)

Description: Advanced techniques in interactive web design utilizing HTML5, CSS and JS.

### University of Nebraska - Lincoln:

#### **JOMC 131-133 Visual Communications Modules**

Instructor (2017, 2018, 2019, 2020)

Description: Project-based modules and weekly critiques to achieve proficiency in traditional and digital media such as videography, photography, layout, typography, web design, audio and mobile reporting.

## Lectures & Presentations

### **An Advertiser's Guide to Twitch**

University of Nebraska - Lincoln, 2018: 1 hr. Lecture

Twitch, a popular live video site, reaches a huge audience, yet it is an under-utilized advertising platform. This thesis project solved four problems advertising professionals encounter when dealing with Twitch.

### **Visual Communications Workshops**

UNL: 45 min. Demonstrations

Gain a basic understanding of various Adobe Creative Cloud programs and audio/visual equipment. Topics included Photoshop, Illustrator, InDesign and JVC Cameras.

### **Sweden's Refugee Crisis: Governmental Use of the Image Repair Theory**

UNL, 2016: 1 hr. Lecture

This case analysis provided the grounds that the consistent messaging and use of Image Repair tactics will prove to be successful in maintaining Sweden's reputation as a welcoming country for refugees, and one of the foremost nations for immigration policies and social welfare systems.

## Education

### **Master of Arts in Integrated Media Communications**

University of Nebraska - Lincoln (2018)

College of Journalism and Mass Communications

Thesis: An Advertiser's Guide to Twitch

### **Bachelor of Journalism in Advertising and Public Relations**

University of Nebraska - Lincoln (2016)

College of Journalism and Mass Communications

Minors: English, Psychology and Music

## Certifications

Hootsuite Platform Certification

Google Analytics Certification

## Skills

Proficiency in PC, Mac and Linux Operating Systems

Adobe Creative Suite: Photoshop, Illustrator, InDesign,

Premiere, Audition, Lightroom

DSLR Cameras: Cannon, Nikon

JVC Cameras

Microsoft Office Suite: Word, Excel, PowerPoint

HTML5

CSS

Search Engine Optimization

Google Analytics, Search Console

SPSS Statistics

Social Media Strategy/Analytics

Live Audio Mixing/Recording

Live Video Streaming, OBS Studio

AP Style

Blackboard

Canvas

Basic Python



# Work Experience

## **Marketing Assistant**

### **Telesis, Inc.**

(June 2019 - Present)

Develop digital and print marketing materials and strategy for companies in the hospitality, beverage and tech industries. Maintain social media accounts and respond to customer inquiries. Support business operations and events.

## **Course Developer/Adjunct Professor**

### **Doane University**

(June 2018 - Present)

Prepare all course materials and resources for graduate-level online courses within Doane's Instructional Design master's degree program.

## **Adjunct Professor**

### **University of Nebraska - Lincoln**

(August 2018 - Present)

Instruct multiple sections of Visual Communications courses. Develop and lead skills workshops that promote success in the technical understanding of programs and equipment.

## **Graduate Assistant**

### **University of Nebraska - Lincoln**

(January 2017 - May 2018)

Teach introductory and advanced Visual Communications classes. Assist professors in evaluating coursework and structuring research studies.

## **Marketing Assistant**

### **Bureau of Sociological Research**

(August 2016 - January 2017)

Design promotional content and survey templates for research projects. Build and maintain BOSR website using UNLcms framework. Teach staff to use Adobe Creative Suite for survey research.

## **Student Designer**

### **University of Nebraska - Lincoln, CoJMC**

(February 2015 - June 2016)

Create interactive presentations, print and digital media, and promotional content for the College of Journalism and Mass Communications. Aid in the recruitment of undergraduate students and collaborate with staff and faculty to develop communication and marketing strategies.

## **Senior Resident Assistant**

### **University of Nebraska - Lincoln**

(June 2014 - August 2016)

Track and evaluate programming, job performance, and scheduling of a 13 member team of Resident Assistants. Assist the Residence Director with administration of a 400 student residence hall. Plan various educational and social events to promote community.

## **Freelance Graphic Designer**

(May 2015 - Present)

Design branding and develop communication strategies for a variety of clients. My work has involved creating logos, packaging design and promotional content.

# Awards

**Silver ADDY:** Consumer Campaign Category - UNL's 2016 National Student Advertising Competition team

**Silver ADDY:** Television Campaign Category - UNL's 2016 National Student Advertising Competition team.

**Kappa Tau Alpha,** Will Owen Jones Chapter - Recognition of excellence in scholarship, 2018.

# Service

## **Nebraska Innovation Studio**

Held office hours to assist studio members in using the Adobe Creative Suite, laser cutters and screen printing presses for their personal and professional projects.

## **Nebraska Make-A-Wish**

Planned and promoted the Neihardt Date Auction and Talent Show which raised over \$20,000 for Make-A-Wish over 4 years.

