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PROFILE STATEMENT

Creative and motivated Bachelor of Fine Arts graduate with a strong background in student engagement, visual communication, and admissions support. Experienced in guiding prospective students through the recruitment and enrollment process, building lasting relationships across diverse populations, and collaborating with faculty to showcase Fine Arts programs. Skilled in Slate CRM, Adobe Creative Suite, Google Suite, Microsoft Suite and social media content creation, with proven ability to design engaging communications and manage projects from concept to completion.

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EDUCATION

Jacksonville University - Jacksonville, FL

GPA 3.48/4.00

Bachelor of Fine Arts in Visual Design with a concentration in Graphic Design and a Minor in Object Design with a concentration in Ceramics

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WORK EXPERIENCE

FINE ARTS ADMISSIONS COUNSELOR August 2024-Present

Jacksonville University Office of Admissions

- Recruited and advised prospective Fine Arts applicants and students across 28 Florida counties, 15 States, and seven countries, offering personalized guidance from initial inquiry through enrollment.
- Led portfolio reviews, campus tours, and interviews, delivering inclusive and skills-focused guidance for students exploring Art, Music, Theatre, Visual & Media Arts, and Dance while helping them understand industry standards.
- Planned and executed recruitment travel across Florida and multiple states, attending fairs, conferences, high school visits, and presentations while managing travel budgets exceeding \$5,000.
- Streamlined workflows for audition processes, improving efficiency while supporting student retention and attendance.
- Partnered with faculty and department chairs across Dance, Music, Theatre, and Visual Arts to align recruitment messaging with program goals.
- Leveraged CRM systems to manage student data, monitor progress, and generate detailed reports that informed recruitment strategy, enhanced student support, and strengthened data-driven decision-making across the Fine Arts division.
- Assisted in the execution of large-scale admissions events, including Interested Student Days, Admitted Student Days, and high school counselor fly-ins; provided AV/tech support, tracked and analyzed event outcomes, and facilitated student panel interviews with prospective students and families.

PRESIDENTIAL AMBASSADOR April 2023-April 2024

Jacksonville University Office of Admissions, Student

- Co-developed a training manual to standardize onboarding and ensure continuity for future ambassadors.
- Designed and distributed a weekly themed digital newsletter, collaborating with program directors to highlight events and updates.
- Represented the university at events through campus tours, presentations, and peer mentorship for prospective students and families.

DESIGN TEAM CO-LEAD September 2023-May 2024

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- Planned, developed, and managed engaging digital content GIFs, Instagram Reels, and video explainers across Instagram, Facebook, and LinkedIn, ensuring alignment with branding and strategic outreach goals.
- Specialized in designing and coordinating large-scale print projects (walls, floors, trailer decals), managing timelines, vendors, and quality control from concept to installation.
- Collaborated closely with clients to translate their vision into effective design solutions, guiding projects from kickoff through final delivery.

ALEXANDER BREST GALLERY Summer 2023

Jacksonville University

- Art Gallery Banner Designer
 - Created six 5'x2' banners for art gallery exhibitions, enhancing the visual appeal and visitor experience.
 - Collaborated with gallery curators to ensure banners aligned with exhibit themes and aesthetics.

ADMISSIONS AMBASSADOR January 2021-April 2024

Jacksonville University Office of Admissions, Student

- Led campus tours for prospective students and families.
- Represented the University at events, open houses, and information sessions.

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AWARDS

OUTSTANDING VISUAL DESIGNER

Jacksonville University Honors Convocation 2023

DEAN'S INTERDISCIPLINARY AWARD

Jacksonville University Honors Convocation 2024

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EXPERTISE / SKILLS

EXPERTISE

- Slate
- Adobe, Google, and Microsoft Suites
- Figma
- Print and Digital Design
- Object Design

PROFESSIONAL SKILLS

- Social Media Marketing
- Customer Service
- Attention to Detail
- Concept Development
- Excellent communication skills with diverse audiences