



347-592-7387

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Tools.

- Proficient in Adobe Suite, specialized in Photoshop, Indesign and Premiere
- 5+ Years of Production in various roles
- Multi-Media Artist
- Global Network of Up & Coming Creatives
- AI Art creation (Midjourney, Runway)
- Grasp of Gen Z internet culture
- Dual Citizenship- EU, UK & US

Smarts.

D&AD Shift with Google

D&AD Shift is an intensive night school for self-made creatives, that partners with industry experts from NYC and London's top brands and agencies including McCann, Spotify, Adobe, Adidas & more.

Graduate of 2022, Alumni & Speaker

NYC Salt

NYC SALT is a non-profit with a mission to empower youth from predominantly immigrant communities in New York City through photography.

Graduate of 2020, Current Alumni

Thomas A. Edison CTE

Digital Media Specialist of three years, trained in Adobe Suite, Graphic Design and Digital Media Creation

Digital Media graduate of 2020

Where I've Been.

Allegro Photo Industries

Creative Producer 9/2018 - Present

Full service Visual Creative Freelance

- Developed strategy for small business growth, executing integrated campaigns and content across digital, mobile and traditional media
- Created copy, concepts and strategy for social media content for brands and events
- Created printed works for business distribution purposes, ranging from large form catalogues to brochures

Services include: *Full Service Photo + Video, Art Direction, Retouching, Social Content*, with clients Meta, PBS, Diageo, Adidas, HSBC, & giffgaff.

Bolivian Llama Party

5/2023 - Present

Content Creator

Permanent

- Managed social media account of 24K+ followers, raising reach 385% to date with over 183K impressions
- Created moving and still social assets to promote food, drinks, community & Bolivian Culture to NYC

Area 23

5/2022 - 4/2023

Art Director

Permanent

- Responsible for the generation and execution of creative concepts from idea to design through finished product. Assist Art Supervisor on larger, more complex projects. Work with Copywriters to generate concepts.
- Concepted & Pitched campaigns for pharma companies including The American Red Cross, Astra Zeneca and Sanofi