

## EDUCATION

**ArtCenter College of Design** - Sep 2021 - Dec 2025

Bachelors in Photography and Imaging

## HONORS AND RECOGNITION

ArtCenter UG Scholarship

Kodak Endowed Scholarship

## EXPERIENCE

### Content Producer | Levi's spec campaign - Oct 2025 - Dec 2025

2026 ADDY'S LA Gold Winner & Best Of Show

2026 ADDY'S National Silver Winner [View Project](#)

- Produced and co-creative directed an integrated spec campaign for Levi's, leading strategy, research, production, and delivery of three hero films and 12+ social assets, generating over 54K Instagram views with 70% of views from non-followers.
- Coordinated ideation workshops, production schedules, budgets, and logistics, ensuring project milestones, deadlines, and production requirements were met.
- Supported on-set execution across photography and motion production, and managed post-production workflows by maintaining production documentation, tracking invoices, and coordinating timely delivery of final assets.

### Media Intern - July 2025 - Sep 2025

*Bloomads Global Media Group, Los Angeles CA*

- Collaborated with paid media, creative, and social teams to support the execution of integrated client marketing campaigns.
- Managed day-to-day community engagement across four major client Instagram and facebook accounts by monitoring conversations, responding to comments, and escalating customer concerns to internal teams.
- Conducted cultural and consumer research to identify emerging trends and recommended influencer partnerships aligned with client marketing objectives.

### Social Media Assistant - Jun 2025- Sept 2025

*ArtCenter College of Design, Pasadena CA*

- Coordinated creative production for the Summer 2025 orientation campaign, supporting digital communications and student engagement.
- Led a team of two illustrators in developing visual assets for the Center for Student Experience (CSE) Instagram.
- Assisted in writing social media copy and captions to accompany campaign assets, ensuring consistent messaging and engagement with incoming students.

### Photography Lab Assistant - Jan 2025 - Dec 2025

*ArtCenter College of Design, Pasadena CA*

- Supported students across analog and digital photography workflows, including film development(35mm, medium format, and 4x5), darkroom printing, scanning, and inkjet printing.
- Prepared and optimized image files for weekly print production pipelines, ensuring accuracy in resolution, color, and profile specifications.
- Supported equipment handling and photo stage upkeep, maintaining cameras and lighting to ensure reliability and production-ready standards.