

EXPERIENCE

OPERATIONS MANAGER • BRANDING LEAD

FRICK'N GOOD COOKIES, Ferndale, MI

December 2020 - February 2024

OPERATIONS MANAGER

- Created procedures for and oversaw bakery production
 - Shipping and packaging standards for online and catering orders
 - Wholesale outreach and fulfillment including deliveries and invoicing
 - Corporate client relations and order fulfillment
 - Inventory upkeep
 - New product development
- Oversaw event operations including but not limited to:
 - Research and application process for events in and outside of Michigan, based on target consumer groups
 - Event setup and tear down based on specific instructions per event
 - Collection of required documents: event specific insurance, licensing and permits
 - Calculated sales projections and inventory planning per event
 - Customer relations through product sales at event booths

BRANDING LEAD

- Elevated brand image including but not limited to:
 - Updated brand kit
 - Creation of digital assets for merchandise
 - Custom website through Square Space using CSS coding for fonts and store location map
- Creation of event signage
 - Price sign menus
 - Custom event tents
 - Design for van wrapping
- Product photography for website and social media
- Social Media Template creation for new product, testimonial, and informational posts
- Creation of new product labels
- Design for all print materials
 - Online ordering and employee business cards
 - Shipping cards and tape
 - Fundraising fliers and materials
 - Corporate Catalogs

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EDUCATION

COLLEGE FOR CREATIVE STUDIES (CCS),
DETROIT, MI
BFA in Advertising Design, Minor in Film
Graduated 2022

AWARDS & FILMOGRAPHY

TILE - DONT LOSE YOUR TICKET TO LIFE

(2 Minutes; 2021; ART DIRECTOR)

Silver ADDY -Film, Video & Sound, Television Advertising (THE CALL)

(AAF - Greater Flint)

Published in Ads of the World

FOR ME (8 Minutes; 2021; ART DIRECTOR)

NEWT (23 minutes; 2021; ART DIRECTOR)

Official Selection for Best Student Film

(Montreal Film Festival, New York Independent Cinema Awards, New York Flash Film Festival)

A LOST CAUSE (8 Minutes; 2021; ART DIRECTOR)

A PEOPLE'S HISTORY (11 Minutes; 2020; ASSISTANT PRODUCER, ASSISTANT TO DIRECTOR)

Official Selection (Toronto International Women's Film Festival,

Huntington Beach Cultural Cinema Showcase, Liftoff Global Network Sessions, I See You Awards)