

### WORK EXPERIENCE

#### Content Development and Marketing Intern Harrisonburg Downtown Renaissance

📅 09/2024 - Present 📍 Downtown Harrisonburg

- Developed photo and video content for social media, website, and other outlets with a local non-profit that organizes the ongoing cultural redevelopment of Downtown Harrisonburg, VA
- Monitored over 100 downtown businesses' social media presences daily
- Assisted with marketing activities, event support, or organizational projects for over 3 festivals that held over 10,000 attendees
- Planned, filmed, and released weekly Takeovers featuring downtown businesses and points of interest
- Assisted with the assembly of bi-weekly HDR newsletter in Mailchimp using information provided by HDR staff in Trello (including sourcing assets and links and copywriting)
- Assisted with social media, email, and other marketing copywriting or research as needed

#### Photographer and Graphic Designer

##### Freelance

📅 09/2023 - Present

- Directed and co-directed over 50 creative photoshoots, including over 10 published in 3 magazines
- Executed client logos and managed strategic planning to satisfy their branding goals
- Delivered high-quality images and logos under tight deadlines, demonstrating strong time management skills
- Developed strong relationships with clients through clear communication and professionalism
- Captured stunning images by utilizing various lighting techniques and creative compositions
- Implemented photo editing software tools like Lightroom Classic and Photoshop
- Showcased diverse photography styles, increasing portfolio versatility

### EDUCATION



Digital & Communication  
Arts

GPA

3.96/4.0

#### Eastern Mennonite University

- **Major:** Digital & Communication Arts
- **Minor:** Psychology
- Honors Scholarship
- Dean's List
- Ranked in top 1% of class - Summa cum laude
- **Cords of Distinction Award**, Royal Women Award

### SUMMARY

Skilled in conceptual and strategic work in graphic design, content, marketing, and photography. A reliable professional known for creativity, teamwork, and expertise in Adobe Creative Suite, crafting impactful projects that enhance brand identities and inspire audiences.

### LANGUAGES

Arabic



English



French



### SKILLS

Adobe Creative Cloud

Canva

Google Workspace

Mailchimp

Office 365

Trello

Photography

Descriptive Statistics

Graphic design

Creative Direction

Branding Strategies


Project Management

## WORK EXPERIENCE

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Fashion Design Teacher Assistant



### Eastern Mennonite University

 01/2024 - 05/2024

- Developed a detailed class curriculum
- Created various presentations covering topics related to fashion design and sustainability
- Designed and crafted meticulous outfits for various projects
- Provided resources for students throughout the class
- Interacted and assisted students during the creation of their designs



Newspaper Photographer

### The Weather Vane

 02/2022 - 08/2022  Harrisonburg, VA



Logo Designer

### Out-of-School Coalition

 02/2024  Harrisonburg, VA

Logo Designer

### Royal for EMU

 09/2023  Harrisonburg, VA

## KEY ACHIEVEMENTS

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### Cords of Distinction Awardee

One of only 10 senior undergrads selected based on having:

- Positively influenced on-campus communities
- Actively pursued EMU values
- Engaged and valued social and community involvement
- Reflected academic excellence and social accountability



### The New Era of Thrifting

Short Documentary Showcase



### Accessory to a Murder - Art Exhibit

My Senior art show was an immersive experience built as a murder investigation board about growth



### Slow Fashion Hits The Runway

A Sustainability-Centered Fashion Show, based on the UN Alliance's Sustainable Development Goals



### Honors Cord Program- EMU

- Build community with other honors students
- Collaborate with faculty members on interdisciplinary research
- Explore new ways to think about and respond to our complex global realities.



### The Matthew Alan Styer Endowment Award

Awarded to rising seniors majoring in the visual arts 'who [have] demonstrated exceptional skill and dedication' in design and/or photography



### Camp Maximilian

Conceptual Fashion Photography Production



### Regarde-Moi

Color Psychology Photography Production



### (540) Fashion Showcase

Backstage fashion show Manager