

## + Professional Experience

02/2018-  
Present

### Freelancer - Design & Marketing

Highlift Social

- Designed and built websites with a focus on UX and SEO integration for small business clients.
- Created wireframes, content structures, and visual assets to improve usability and brand consistency.
- Developed digital campaigns and landing pages that balanced user experience with conversion goals.

06/2024-  
07/2025

### Account Manager

Marr Media Group (Social Media Agency)

- Developed and presented social media strategies for clients across SaaS, retail, and recreation sectors.
- Acted as a strategic partner and project manager, coordinating timelines, budgets, and deliverables to keep campaigns on track.
- Assisted with content creation and copywriting, ensuring messaging aligned with brand voice and audience insights.
- Collaborated with creative teams to shape visual direction and user engagement strategies across Instagram, LinkedIn, TikTok, and Facebook.
- Analyzed campaign results to provide clear recommendations for improving reach, engagement, and conversions.

06/2022-  
06/2024

### Project Manager

Sayvee Creative (Creative Agency)

- Managed web and digital marketing projects, integrating UX design, SEO, and content to enhance client websites.
- Collaborated with clients to define goals, translate needs into wireframes and prototypes, and oversee delivery of responsive websites.
- Coordinated cross-functional teams (design, development, and marketing) to launch products on time and within budget.
- Implemented scalable project workflows, improving efficiency and consistency across multiple client accounts.

06/2018-  
06/2022

### Multi-Media Marketing Manager

SalonScale Technology Inc (SaaS/B2B)

- Designed and optimized the SaaS website, improving usability, content flow, and adoption which contributed to scaling revenue past \$1M ARR in under 3 years.
- Created website wireframes, workflows, and branded digital assets (motion graphics, ads, and campaign visuals) to support customer onboarding and engagement.
- Collaborated with sales and product teams from a product marketing standpoint, ensuring campaigns and web content reflected user feedback and pipeline goals.
- Applied analytics and testing to refine site architecture and content flow, boosting engagement and conversions.

## + Education

Present

- **UX/UI Associates Certificate**  
B.C.I.T

2012-  
2016

- **Bachelor of Commerce**  
University of Saskatchewan

2011-  
2012

- **Visual Communications**  
Medicine Hat College

## Work Skills

### Presentation Skills



### Project Management



### Cross-Funtional Collaboration



### Problem Solving



## Tools

### Design & Prototyping

- Figma, Adobe XD, Illustrator, Photoshop, Canva

### User Research & Strategy

- Personas, Journey Mapping, Wireframing, Prototyping

### Web & Content

- WordPress, Elementor

### Collaboration & Project Tools

- Asana, Monday.com, Hubspot, Salesforce, Slack, G Suite

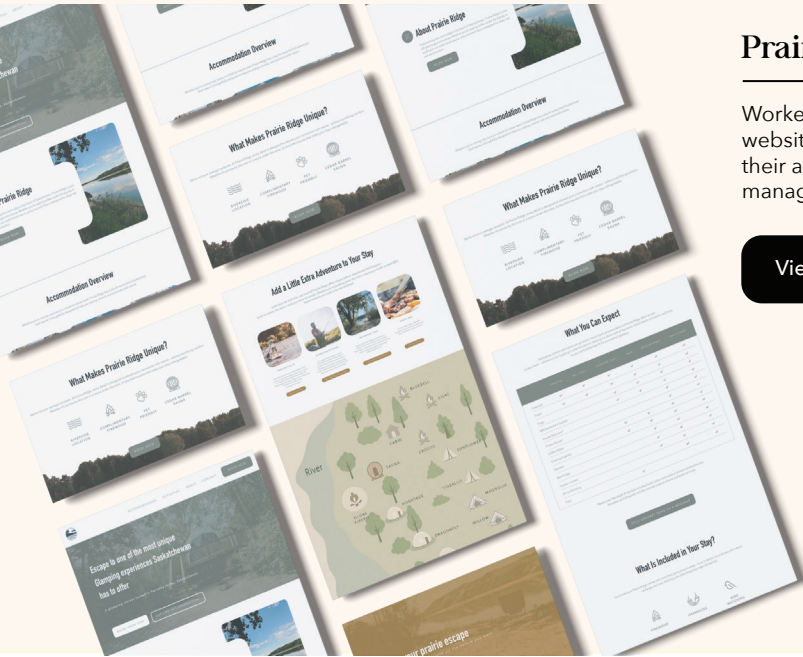
### Video

- Premiere Pro, After Effects, CapCut

## Interests

- Writing and performing original music
- Paddleboarding
- Camping
- Recreational sports

## + Portfolio Highlights



### Prairie Ridge Case Study

Worked with Prairie Ridge Resort to bring their story to life online. I helped shape their website and social media presence so it felt true to their brand, while still speaking to their audience in a clear, engaging way. My role blended strategy and hands-on project management, making sure everything stayed on track and came together smoothly.

[View Case Study](#)

### Red Bird Prototype

For Red Bird, I built out a prototype that took early concepts and turned them into something people could actually click through and experience. It was a chance to play with design, structure, and copy in a way that showed how the brand could take shape. The project moved quickly, so I leaned on adaptability and clear communication to make the vision feel real.

[View Prototype](#)



### Rootbar Website Redesign

Partnered with Rootbar Salon on a full website redesign to better reflect their luxury brand and make online booking easier. I dove into everything from design choices to messaging, making sure the site felt elevated but still practical for busy clients. The project was a mix of creative problem-solving and behind-the-scenes details like mobile usability and SEO.

[View Case Study](#)

