

## Education

University Of Southern California USC, Iovine and Young Academy- California | Masters in Integrated Design, Business and technology (2025-2027)

DePaul University, Driehaus College of Business -Chicago | Bachelor of Science in Business and Entrepreneurship (2009-2013)

## Areas of Expertise

- ◆ Content Creation & Video Production
- ◆ Cross-department Collaboration
- ◆ Contract Negotiation & IP Management
- ◆ Strategic Marketing & Brand Growth
- ◆ Live Production & Field Coordination
- ◆ Customer Relationship Management
- ◆ Audio Engineering & Equipment Management
- ◆ Team Development & Mentoring
- ◆ Digital Marketing Strategies

## Professional Experience

### **Creative Director | New Frontier Comics, Studio City, CA**

**08/2022 - Present**

- Negotiated intellectual property agreements and communicated with legal teams to protect creative assets.
- Spearheaded collaborations with writers, illustrators, and designers to maintain cohesive storytelling and brand vision.
- Conceptualized and led the creation of visual narratives for multimedia comic book projects, translating creative ideas into compelling content.
- Directed end-to-end production of promotional videos and digital animations, utilizing Adobe Creative Suite tools to produce high-quality assets for diverse platforms. Growing the company production rate 120% and Released Comics across the United States and Canada.

### **Camera Operator, Field Producer, & Audio Engineer | FCF, Atlanta, GA**

**02/2021 - 05/2022**

- Coordinated with NBC and Twitch broadcast teams to deliver seamless live sports productions, contributing to pre-game and post-game shows to over 2.4 Million Fans worldwide.
- Captured high-quality game footage and celebrity media performances through expert camera operation and audio engineering.
- Set up and maintained audio equipment, ensuring optimal sound capture and front-of-house mixing during events.
- Interacted with high-profile talent, fostering strong relationships and supporting media deliverables.

### **IEM Engineer | We The Kings, Nationwide Tours.**

**08/2020 - 02/2021**

- Delivered exceptional audio experiences for a multi-platinum band during nationwide arena tours to over 5 million fans world wide.
- Managed in-ear monitoring systems, optimized audio levels, and resolved technical issues to ensure seamless performances.
- Ensured timely and efficient setup, tuning, and breakdown of band equipment for live shows.
- Conducted meticulous soundchecks and collaborated closely with band members to tailor audio mixes.

### **Marketing Associate | Plug In and Pour, Atlanta, GA**

**11/2016 - 01/2020**

- Developed and executed digital and product placement strategies for a start-up beer dispensing company entering the U.S. market. Reaching over 2.4 million customers and potential customers.
- Secured product placement in Blue Mountain State: The Rise of Thadland, generating significant brand exposure.
- Cultivated partnerships with advertising and product placement partners, negotiated and secured over \$12M in sales, earning \$2M in gross profit per year by conducting business data analysis and financial modeling to identify global strategic sales opportunities. Managed to sell to major Companies including Busch Gardens and Sea World.
- Created compelling website content and marketing collateral to enhance brand visibility. Secured partnerships with top brands, driving a 35% increase in audience engagement across digital platforms.

### **Founder, Bassist & Chief Marketing Officer | MAKEOUT / Sleep On It, Chicago, IL.**

**02/2012 - 03/2021**

- Spearheaded state-by-state tours and fierce marketing campaigns on social media, resulting in 200,000+ Spotify listeners and significant brand recognition. Multiple Billboard award winner.
- Coordinated visually impactful campaigns, leading to a \$200,000 record deal and \$150,000 music video option. Wrote, directed, and filmed 15 music videos for Vevo, YouTube, and iTunes, generating substantial ad revenue over 6 years.
- Negotiated and secured contracts with record labels, booking agencies, and touring companies, maximizing revenue during national and international tours
- Grew touring merchandise revenue by 60% through targeted promotions and optimized event sales strategies.