

## Contact

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📍 Boulder, CO, 80301

## Education

Elon University, Bachelor of Arts

Major: Strategic Communications

Minor: Entrepreneurship

Lambda Pi Eta Communications  
Honor Society

Sigma Delta Pi Hispanic Honor Society

## Skills

Brand Strategy

Copywriting

Creative Direction

Website Design

Webflow Development

Cold Email Outreach

Sales & Business Development

## Tech Proficiencies

Webflow

Figma

Google Suite and Microsoft Suite

Familiar with Adobe Suite

ClickUp

## Summary & Experience

Seasoned brand strategist, copywriter, and creative Swiss Army knife seeking work at purpose-driven branding agencies and startups. Innovative thinker driven by a unique philosophy of brand-building and problem-solving that embraces the magic of perspective, paradox, and counter-intuitive thinking.

### BrandShine Creative

07/2019 - Present

#### Founder and Chief Strategist

BrandShine is a solo venture as a branding and website design/development specialist for purpose-driven growth-stage startups.

- ▶ Launched a branding and website agency helping purpose-driven and climate-action startups, both B2B & B2C, elevate their brands and achieve results such as 4X-ing their revenue and landing million-dollar partnerships.
- ▶ Crafted brand strategy deliverables, visual identities, and Webflow websites for small businesses and startups, from local law firms to alternative protein innovators. Closed engagements up to \$40k.
- ▶ Delivered insights, strategy work, and visual identities in a web-based branding deliverable coded from scratch to be at least 4X more comprehensive and far more user-friendly than standard branding deliverables.
- ▶ Led extensive multi-day brand strategy workshops with C-Suite execs and conducted stakeholder interviews, target market research, and competitive analyses to present radically differentiated and data-driven brand strategies.
- ▶ Developed brand DNA statements, positioning insights, messaging and storytelling frameworks, customer personas, brand personality guidelines, style guides, and asset libraries.
- ▶ Formed partnerships with other agencies and creative entrepreneurs to deliver branding services to their clients.
- ▶ Mentored 50+ entrepreneurs over 3 years at the Colorado Founder Institute and Exponential Impact accelerators.
- ▶ Built custom tools such as proposal creators, personalized webpages, and landing page generators in Webflow, reducing proposal creation time by 2 hours on average and more than doubling lead generation efficiency.
- ▶ Designed, coded, optimized, and wrote copy for 20+ SEO-friendly and highly-interactive Webflow websites.
- ▶ Conducted dozens of discovery calls with prospects to assess their needs, determine service fit, and detail custom proposals.
- ▶ Assembled a highly-efficient suite of software for lead generation, cold outreach, and project management.
- ▶ Established processes for brand strategy, visual identity design, website design, and Webflow development, all documented and streamlined for efficient collaboration in ClickUp.
- ▶ Recruited and oversaw specialized contractors as project manager, creative director, and chief strategist.
- ▶ Wrote a combined 50+ blogs, LinkedIn posts, TikToks, social media posts, and lead magnets while developing a unique point of view and philosophy on branding.