

My value isn't in what I create, it's in how I translate ideas into systems, visuals, and stories that draw people in. I've spent my career at the intersection of strategic thinking and creative intuition, moving fluidly between data, design, and narrative. What started as curiosity about why certain ideas have staying power has evolved into a professional identity built on one principle: intention outlasts everything.

Early in my career, I recognized a gap between standard scouting and actionable insight while serving as Head Student-Manager for my alma mater's women's basketball program. Rather than accepting the status quo, I built a comprehensive analytics system that paired advanced statistics with traditional scouting reports to create hyper-focused opponent analysis. That instinct, to look deeper than the surface and engineer something better, became the engine behind everything that followed.

At the University of Maryland, I began treating video organization as a personalized design system. I mastered advanced scripting within SportsCode, the premier sports video analysis and coding software, and built custom mathematical equations that generated live, filtered situational breakdowns in real time. What had been a manual, slow process became a high-speed intelligence hub, one that gave coaching staff near-instant statistical access on demand.

The University of Akron is where creative intent replaced creative exploration. Acting as the sole creative, I engineered a complete workflow, from raw footage to polished, stylized pre-game hype content, within tight turnaround windows. What began as figuring things out became a repeatable content system that elevated the program's visual identity. That work earned me the responsibility of leading video content capture for the men's basketball team through high-stakes post-season runs. By the end, I wasn't just part of the system. I was the system.

At Washington State University, I brought that full toolkit to bear at a higher level. I capitalized on the cultural moment surrounding the revival of the EA Sports College Football franchise to bridge the gap between traditional athletics and gaming culture. By integrating high-end in-game captures from College Football 25 and brokering a strategic brand partnership with influencer BordeauxYouTube for the College Football 26 cycle, I transformed a standard social presence into a cross-platform activation.

The campaign generated over 300,000 views and impressions, driving deep engagement across audiences ranging from die-hard alumni to the global gaming community, and it redefined what was possible from someone in my role.

For the 2025 Apple Cup, I mastered Adobe Illustrator in under a week to architect an on-campus activation. By designing a visual funnel that utilized QR-integrated posters to drive NIL donations and fan engagement via custom digital assets, I proved that a single creative idea, executed with precision, can serve as a massive brand catalyst.

Doing more with less has never been a limiting factor when ambition is high. The throughline across every role, every pivot, every system I've built is this: curiosity without clarity is noise. But curiosity paired with intention, that's how you build work that doesn't just look good. It communicates. It connects. It lasts.