

EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media May 2021
Bachelor of Arts, Media and Journalism; Bachelor of Arts, Psychology GPA 3.64

- Dean’s List: Fall 2017, Spring 2018, Spring 2019, Fall 2019, Spring 2020
- International Experience: Participated in a month-long European immersion program across six countries, German dual-citizen.

EXPERIENCE

CareerEco Virtual Events – Atlanta, GA April 2019-Present
Digital Marketing Intern

- Utilize Microsoft Excel to sort 1000+ inquiries from clients and create streamlined responses to each request.
- Create copy for 20+ tutorials and individually produce/edit published products on Adobe Premiere.
- Manage a team of fellow interns in a series of digital projects through Microsoft Teams and Zoom.
- Analyze social media analytics through Facebook Ads and GoogleAds to create targeted outreach to clients through 10+ Instagram campaigns.
- Develop a series of 50+ “Bingo!” graphics for a customer service campaign using Adobe Photoshop and Illustrator.

SAT Marketplace – Atlanta, GA May 2020-Present
Marketing and User Design Intern

- Utilize feedback and designed new 2020 SAT Marketplace logo on Adobe Illustrator for all social media platforms and website homepage.
- Create streamlined graphic advertisements for Nextdoor Campaign to be displayed to 200,000+ neighborhoods in the Metro Atlanta Area.
- Designed 5+ in-depth tutorials and course models for clients and customers on Microsoft PowerPoint.
- Develop multi-step consumer marketing plan to increase exposure to millennial parents through SEO and targeted surveys.
- Learn and implement the entire set of HubSpot marketing and social media resources.

The Arc of the Triangle, Inc. – Chapel Hill, NC August-December 2019
Public Relations Intern

- Cooperated with a team of four interns to create an in-depth public relations campaign.
- Developed a 10+ page communication audit detailing growth strategies and targeted points of weakness for the nonprofit.
- Created a public relations portfolio that included a PR plan, news releases, fact sheets, brochures, and flyers.
- Analyzed social media engagement and developed a year-long social plan to increase consumer interaction by 40%.

All About Romance – Chapel Hill, NC May-December 2019
Social Media Intern

- Produced multiple social media posts daily to thousands of Facebook and Twitter followers using Tweet Deck and Hoot Suite.
- Oversaw all social media accounts and analyzed consumer engagement to implement new outreach strategies.

LEADERSHIP AND COMMUNITY INVOLVEMENT

Alpha Delta Pi Sorority,
Recruitment Information Manager, Chapel Hill, NC July-September 2020

- Created data-sets in Microsoft Excel for over 600 participants.
- Tracked and managed member experience across numerous platforms.

Assistant Social Enrichment Chair, Chapel Hill, NC January-December 2019

- Managed a \$30K+ budget to plan multiple events for 200+ members.

Spoon UNC, Marketing Team, Chapel Hill, NC January 2019-May 2020

- Fundraised \$2000+ for No Kid Hungry by personally reaching out to local businesses in Chapel Hill to participate in a community-wide fundraising event.
- Created infographics and social media posts to represent the diverse food scene in Chapel Hill.

ADDITIONAL INFORMATION

- Additional Clubs: Carolina For The Kids, PRSSA
- Performed service work through Life Speaks in Neplly, Haiti and through From Houses to Homes in Antigua, Guatemala