

EDUCATION

University of Georgia
Terry College of Business

Athens, Georgia
May 2024

Bachelor of Business Administration in Marketing with a Minor in Media and Design

GPA: 3.6/4.0

RELEVANT WORK EXPERIENCE

Marketing & Graphic Design Intern, The University of Georgia, Athens, GA

August 2022 - Present

- Create and schedule engaging social media content, including graphics and copywriting, for a growing audience of 19K followers on Instagram, along with assisting in the formation and execution of social campaigns through the use of Adobe and Canva.
- Create, design, and finalize digital and print marketing materials to be used at recruiting and informational events.
- Collect internal and external data and evaluate campaigns to determine helpful insights.
- Maintain and represent the cadence of the UGA Admissions Department in all social accounts and crafted materials.
- Assist in the day-to-day public relations efforts of the UGA Admissions office.

Social Media & Marketing Intern, Top Tier Trees, Marietta, GA

June 2022 - August 2023

- Worked with a design team to create digital content and further planned content for social media pages focusing on Instagram and the company website.
- Analyzed business and sales numbers through the use of Excel and Pivot tables.
- Focused on marketing strategy in relation to business goals and analysis of previous business performance.

Marketing & Community Relations Intern, Rock, Paper, Scissors Marketing Agency, Lawrenceville, GA

June 2022 - August 2022

- Worked to support the corporate communication needs of client, the Gwinnett Coalition, healthcare and workforce development teams through Rock, Paper, Scissors marketing agency in order to educate the public about COVID-19.
- Attended Training Session focused on DEI education and inclusion initiatives.
- Conceptualized, developed, and designed digital social media and website content in alignment with managing the community engagement calendar.
- Established a deep relationship with the client by managing their expectations and priorities.
- Performed assignments involving copywriting, SEO, press release, Google Analytics, special event planning, PPC campaigns, research on encrypted topics, video editing, and social media analytics analysis and reporting, as well as attended and recorded weekly meetings with the agency of record.

CAMPUS & COMMUNITY INVOLVEMENT

Member, American Marketing Association (AMA), Athens, GA

August 2023 - Present

- Attend weekly meetings featuring marketing executives and peer collaboration.
- Attended New York City networking trip where we toured companies The Orchard, Microsoft, and Dentsu.
- Develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles.
- Encourage and uphold sound, honest practices, to keep marketing operations on a high ethical plane.

Digital Media Specialist, Talking Dog Agency, Athens, GA

September 2022 - May 2023

- Worked with a small team of peers to curate content for the “Rescue Pledge” campaign under Nebo Agency.
- Executed social media campaigns through use of Sprout Social.
- Changed the perception of shelter animals by creating and managing social engagement strategies on social media.
- Led social editorial calendar and developed creative assets to raise awareness of the campaign with the target audience.
- Increased impressions by 175% and engagement by 98.7%.
- Received first place in the agency’s annual “Battle of the Brands”.

Social Media Ambassador, Purvelo, Athens, GA

August 2022 - January 2023

- Planned and executed social media content for boutique fitness studio.
- Facilitated a welcoming and empowering atmosphere for clients.
- Promoted the sale of merchandise and long-term package commitments.

Vice President of Operations, UGA Climate and Society Club, Athens, GA

May 2021 - May 2023

- Led club planning of events and projects and present at general body meetings.
- Drafted, tested, scheduled, and marketed emails through the use of MailChimp.
- Contributed to Executive decisions and events while communicating between the general body and executive board through emails, verbal announcements, and written statements.
- Recorded all Executive and General Body meeting notes and compose a summary of meetings.

Member, Alpha Phi Sorority, Athens, GA

September 2020 - Present

- Raise awareness of heart health and generate proceeds for the Alpha Phi Foundation.
- Enhance and promote each member’s development and learning by focusing on sisterhood, service, scholarship, leadership, loyalty, and character.
- Serve as Director of the Sustainability Committee by leading a small team of peers to coordinate events, educate members of sustainable practices, and implement sustainable efforts in the sorority.

SKILLS

Microsoft Office Suite, Google Suite, Google Analytics, Google Search Ads 360, Meta Ads, Salesforce, SPSS, Qualtrics, Adobe Creative Suite, Canva, marketing research skills, MailChimp, Asana, social media management dashboards including Hootsuite, Later, Meta, and Sprout