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kindly request phone #

## CREATIVE SKILLS

- Social media marketing
- Influencer marketing
- Consumer research
- Content development
- Microsoft Office
- WordPress/Canva Design

## PERSONAL SKILLS

- Creative spirit
- Reliable and personable
- Organized
- Team player
- Strong communication
- Customer service

## FEW THINGS I LOVE

- Being apart of a passionate team
- JFK & Jackie Onassis
- Fashion world
- Barre & matcha

## EDUCATION

### B.S, MASS COMMUNICATIONS, STRATEGIC ADVERTISING

*Virginia Commonwealth University*

- Cum Laude
- VCU Ad Club
- VCU Rec Sports

## EXPERIENCE

### Social Media Coordinator (Project)

*VCU Camp Adventure | Jun 2020 - July 2020*

- Teamed with agency to rebrand the International Centre for Missing & Exploited Children
- Researched target consumer to gain insight for strategy
- Directed social media account campaigns to provide public awareness
- Won Best New Logo & First Runner Up (per RFP)

### Social Media Coordinator (Freelance)

*Sugar Magnolia Jewelry | Jun 2019 - Dec 2019*

- Designed and developed website through Shopify's software
- Researched consumer preferences and discovered current trends
- Staged jewelry with props to curate brand appeal
- Revamped social media to engage & connect with followers
- Sold at least 20 items per day during pop-up shop events

### Public Relations Intern

*Tiramisu for Breakfast | Jan 2019 - Dec 2019*

- Designed pitch decks for upcoming clients to match TFB brand
- Blogged content that consisted of fashion and decor favorites
- Created Instagram content for social media events, such as Saks Fifth Avenue & VCU 2019 Fashion show
- Launched client proposal events such as Wink RVA, The Tooth Brigade, and McDonald's

### Relevant Courses

*Strategic Planning & Brand Awareness*

- Worked with clients, RagerVA & Corner Barre to concept new advertising/marketing campaigns and revive brand awareness
- Conducted/analyzed primary, secondary, qualitative and quantitative research to bring consumer brands a new perspective
- Followed deadlines and executed ideas promptly
- Acted as the account manager to gain experience of client-agency relationships