

ABOUT ME

I am fueled by creativity and curiosity. My experience has given me a foundation to contribute dynamic and meaningful work while continuing to expand my skillset.

EDUCATION

University of North Carolina at Chapel Hill

2016-2020

Bachelor of Arts in Media and Journalism
Focus in Public Relations, Sports Communication Certificate
Minor in History, Minor in Spanish for Business

EXPERIENCE

Freelance Marketing Work

July 2023-Present

Self-Employed

Work on freelance projects including creating marketing collateral and consulting on web and social media presence for clients in various industries.

Part-Time Producer

April 2023-Present

LoveStream

Remotely conduct livestreaming of weddings by assisting with equipment setup, audio and video troubleshooting, angle placement, and preparing materials for pre-stream and post-stream deliverables. Ensure that the online feed works seamlessly to deliver a tangible memory of the couple's wedding day. Liaises with a designated on-site day of contact and treats the wedding as a live TV production, keeping eyes on all cameras, and manually switching between camera views to give at-home guests the best experience.

Marketing and Brand Strategist

Nov 2020 - Dec 2023

Independent Advisor Alliance

Oversaw all marketing aspects of the firm's in-house insurance program, including website management, marketing material creation, and social media engagement (including content calendar creation, video production, and audience interaction). Managed the Blackbridge Financial sub-brand of the firm, which encompassed website maintenance, marketing support, social media, and onboarding of financial advisors using the brand. Launched a customizable marketing program for financial advisors in early 2021 with the IAA marketing team, offering tailored strategies, consulting, and deliverables. Created marketing materials for the firm and partner advisors, ensured compliance with social media regulations, and contributed to the firm's recruiting strategy through tactics such as email marketing and paid advertising. Also served on the annual conference planning committee, assisted with advisor onboarding and transitions, and maintained advisor business succession plans.

EXPERTISE

Marketing Strategy (with an emphasis on digital marketing)

Copywriting and Editing

Social Media Strategy

Video Production and Editing

Spanish: Working Proficiency

Marketing Coordinator

December 2022-July 2023

Lee's Hoagie House Charlotte

Set up and managed the restaurant's social media pages and Google Business platform, created marketing collateral including direct mailers, signage, and flyers, photographed menu items, and initiated multiple promotional efforts on behalf of the restaurant.

Sales and Marketing Intern

April 2020 - Nov 2020

AMTdirect

Wrote and edited blogs, case studies, infographics, video scripts, and other marketing assets for the company. Contributed to the creation of email campaigns and social media content and conducted market and competitor analysis within the industry.

Athletic Communications Assistant

Aug 2019 - May 2020

Carolina Athletics

Collected and delivered game statistics to media, participated in press conferences, recorded substitutes, wrote game recaps, and assisted with team social media for the university's 28 varsity teams.

Promotions and Fan Development Intern

May 2019-April 2020

Carolina Hurricanes

Assisted the team with public relations, community relations, marketing, event planning, customer service, promotion, and business management both in the office and at games/events. Served as a game night staff member (continuing into the 2020-21 playoff season) and began work on new promotions for the team.

Public Relations Intern

May 2019 - August 2019

Koroberi

Assisted with media monitoring, writing and editing, social media management, public relations client work, competitor intelligence research, and media relations analysis for B2B companies. Successfully created and managed the agency's 20th-anniversary social media campaign.