

EDUCATION	<p>University of Colorado Boulder, Leeds School of Business May 2023 Bachelor of Science in Business Administration with a dual emphasis in Finance and Marketing, Minor in Creative Technology and Design University Honors: Dean's Leadership Fellows Program 2019-present Relevant Courses: Statistical Financial Analysis, Macro and Microeconomics, Marketing Research/Analytics, Corporate Finance and Financial Reporting, Investment and Portfolio Management, Pricing/Distribution Channels Advertising/Promotion Management, Derivative Securities, Product Strategy, Computational Reasoning, Image</p>
EXPERIENCE	<p>Cherry Creek Insurance Group (CCIG), Greenwood Village, CO May 2022 – August 2022 Marketing Design and Development Intern</p> <ul style="list-style-type: none"> Actively participated in day-to-day planning and objective creation to ensure the cohesivity and high-level implementation of marketing collateral and marketing initiatives for the target audience of CCIG. Led the development of a company-wide PowerPoint master deck to demonstrate a cohesive workplace to current and prospective clients. Collaborated with and presented to company executives weekly to better understand the goals of the marketing department and to assist in marketing collateral for client meetings. Assisted in planning and operating sponsored and non-sponsored events with current clients and current partners of CCIG to uphold positive current relationships and create positive potential relationships. Designed collateral for sponsored events, client meetings, and internal presentations using Microsoft Office and the Adobe Suite. <p>Schultze Asset Management, Rye Brook, NY June 2021 – August 2021 Finance and Marketing Intern</p> <ul style="list-style-type: none"> Developed master lists of 13,000 potential clients in major cities across the United States for marketing outreach alongside the Managing Director and Head of Business Development Aided in the introduction, development, and utilization of Salesforce as a database for the firm Studied the Puerto Rican debt crisis, specifically how the debt was accumulated, the allocation of the debt stack, demographics, and the debt restructuring plan that is currently being implemented in Puerto Rico Utilized research to create and present a final report of findings about the Puerto Rican debt crisis, giving recommendations of how the firm should proceed, given their specific business in Puerto Rico Participated in weekly meetings, presentations, and outreach calls for future company development
PROJECTS	<p>First Year Global Experience Consulting Project, Paris, France (Remote) January 2020 – April 2020</p> <ul style="list-style-type: none"> Drove a consulting project with Monibrand, a company based in Paris, France, focusing on brand privacy and protection to allocate ideas on how to expand into a global marketplace Presented final findings in a consulting-style format to the CEO of Monibrand. The presentation included a SWOT analysis, PESTEL framework and complete analysis of personas and competitors to advise on global expansion <p>Integrated Marketing Communications Plan October 2022 – December 2022</p> <ul style="list-style-type: none"> Led a detailed IMC Plan for the Boulder Philharmonic Orchestra to advise on potential marketing efforts that should be taken into consideration for goals that were expressed Utilizing a set budget and other parameters, developed a business plan for the non-profit organization that detailed a SWOT analysis, communication objectives, target audience and buyer personas, media mix, deliverables, scheduling plan, and budget allocation
SKILLS	<p>Technical Skills</p> <ul style="list-style-type: none"> Built knowledge and expertise in Microsoft Office Suite specifically PowerPoint, Excel, and Word Proficient in Adobe Creative Suite, specifically Photoshop, Lightroom and Illustrator Extensive experience in volunteer work with non-profit organizations
ACTIVITIES	<p>Leeds School of Business - Deans Leadership Fellows Program August 2019 – Present</p> <ul style="list-style-type: none"> Selected among 50 top scholars entering the Leeds School of Business to enhance leadership development Fosters skill development and design thinking to support growth as leaders and complex problem solvers <p>Delta Gamma Fraternity August 2019 – Present Member, Director of Philanthropy</p> <ul style="list-style-type: none"> Inducted to deliver effective volunteer work, events, and inspire academic excellence Organized the Spring Philanthropy Event to raise \$7,000 for Service for Sight, a Colorado Based Non-profit