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# **Syracuse University**

Public Relations, B.S.

S.I. Newhouse School of **Public Communications** 

#### Minors

Computer Science Political Science

GPA: 3.68 Dean's List

May 2020



### Web development

HTML5, CSS3, JavaScript, PHP, Node.js

### Adobe Suite

InDesign, Photoshop, Illustrator, Premiere

#### Analytics

Google, Facebook, and Twitter ads, coursework in data mining

AP Style

Research



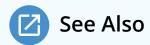
# Involvement

Orange Appeal (2016-present)

a cappella group Treasurer (2017-present)

Unpeeled, album released in Fall 2017

Resident Advisor (2017-2018) Maxwell Learning Community



fayer.me/portfolio fayer.me/github fayer.me/flickr

## Marketing Communications Intern



Zylotech O Cambridge, MA Summer 2018



Zylotech is a self-learning customer data platform spun out of MIT. At Zylotech, I supported sales by working to increase inbound marketing KPIs, especially focusing on social media engagement and unique website visits.

- Managed marketing communications
- Developed social media presence, strategy, content, and reporting
- Wrote 12 blog posts and over 60 social media posts, created 5 graphics, assisted with UI redesign, and drafted press kit resources
- Developed department-wide organizational resources such as publication calendars and social media aggregators

## **Policy Communications Intern**

J-PAL North America O Cambridge, MA To Summer 2017





As part of the policy communications team at J-PAL North America, I helped to spread information about poverty-alleviating policy initiatives run by J-PAL affiliated researchers.

- Wrote weekly internal newsletters, drafted frequent social media posts, and synthesized weekly social media analytics
- Edited staff publications and policy evaluations
- Organized information about recent and ongoing policy evaluations and updated the J-PAL Evidence Summary page
- Prepared video releases and other website content

# Media & Advocacy

Cold Case Act Peast Windsor, NJ 2016-present





The Civil Rights Cold Case Records Collection Act of 2018 began as a high school project in my former AP civics class. Now, it resides in both chambers of Congress and has accumulated national attention and bipartisan support. Learn more at coldcaseact.com.

- Helping peers from my high school civics class advocate for a bill to solve civil rights cold cases, which has been introduced into the House (H.R.1272) and Senate (S.3191)
- Built press site (press.coldcaseact.com) from scratch, wrote digital press kit resources, and created other website content
- Participated in a one-on-one interview with radio station WBEZ
- Directly lobbied lawmakers and their staffs