



ABOUT ME

I'm a Marketer who knows that great marketing isn't just about flashy visuals—it's about understanding people and data. With attention spans shrinking in our social media age, I create smooth, user-friendly experiences that capture attention and drive results. Whether it's designing intuitive websites, developing data-driven marketing strategies, or creating engaging content, I balance creativity with analytics. I turn insights into action, delivering content that not only looks good but works.

PROFESSIONAL EXPERIENCE

Digital Media Specialist

UNCOMN, LLC. | 2023 - Present

- Developed & managed digital marketing campaigns across various channels to increase online awareness and engagement.
- Designed & implemented effective brand identity strategies that aligned with OKRs and market trends.
- Executed email marketing campaigns using automation tools, achieving 84.3% internal CTR.
- Utilized various analytics tools to track performance on owned media channels and provided insights for CI/CD.
- Led the redesign, launch, management, and maintenance of company's website—resulting in a **42.3% increase in organic traffic**, a **22.1% decrease in bounce rate**, and a **17.4% increase in contact form conversions** in Q1.
- Created & managed content using CMS platforms including web content, blog posts, and other marketing assets.

Freelance

Multimedia & Branding Consultant | 2021 - Present

- **Sports Podcast Production:** Assisted a client in launching and managing a sports podcast, including video editing, deck creation, post-production, and content development.
- **Life Coaching Brand Development:** Designed branding assets, including logos and brand kits, for a client starting a life coaching and mentorship business. Developed a website to establish their online presence.
- **Front-End Web Design:** Partnered with a web developer to create and refine user-friendly front-end designs for client projects, ensuring modern aesthetics and seamless functionality.

Social Media Manager

Webster University | 2021 - 2023

- Managed & grew the athletic department's social media presence across multiple platforms.
- Developed & executed content strategies that elevated brand identity and student engagement.
- Coordinated with various departments to promote the university's athletic events and news, enhancing community and student involvement.
- Analyzed social media analytics to refine strategies and report on performance metrics.

EDUCATION

Webster University

BA in Management with an Emphasis in Marketing

- Athletic Scholarship
- Webster Academic Scholarship

2021 – 2023

SKILLS

- **Web Design:** Figma, Adobe XD
- **Web Development:** HTML, CSS, JavaScript, ACF
- **CMS:** WordPress, Webflow, Squarespace
- **SEO:** Google Search Console, SEMrush, GA4
- **Email Marketing Automation:** MailChimp
- **CRM:** HubSpot
- **Analytics:** Google Analytics, Looker Studio, GTM
- **Content Creation:** Adobe Creative Cloud, Canva