

## EDUCATION

**University of North Carolina at Chapel Hill** – Chapel Hill, NC  
*Kenan-Flagler Business Studies B.S.B.A.; Computer Science B.A.*

August 2023- May 2027

## EXPERIENCE

**Zellit** April 2025 – Present

*Founder*

- Lead a team of 7 engineers, designers, and marketers to **build a mobile-first campus marketplace**
- Develop a comprehensive **go-to-market strategy**-ambassador outreach, social campaigns, and campus partnerships-to seed initial user interest and listings.
- Prepare **investor materials** and outreach plan, including **pitch decks and financial models**

**UNC Student Union**– Chapel Hill, NC

Aug 2024 - Present

*Audio – Visual Coordinator*

- Collaborate with event organizers to meet technical requirements for events, including **performances and workshops** attended by hundreds.
- Set up and troubleshoot audio-visual equipment using **industry-standard tools** such as digital soundboards, lighting consoles, and video equipment, ensuring seamless event experiences.
- **Reduced setup time by 20%** through optimized procedures, increasing event capacity and reducing downtime

**Management Leadership for Tomorrow (MLT)** – Remote

December 2024 – Present

*Fellow*

- Participate in a **rigorous career development program** focused on leadership, career acceleration, and personal branding.
- Collaborate with a **diverse cohort of high-achieving peers** to tackle real-world business challenges and case studies.
- Receive **personalized coaching and mentorship** to secure competitive internships and prepare for long-term success in leadership roles.

**Apollo Design – High Point, NC**

June 2024 – Present

*Internship*

- Crafted targeted sales pitches and presentations, successfully **engaging over 30 potential clients** within a one-month period, contributing to increased visibility and brand recognition.
- Conducted market research using **Tableau and Excel**, identifying trends that led to the development of new product opportunities in the procurement industry

## LEADERSHIP AND COMMUNITY INVOLVEMENT

**UNC African Student Association** – Chapel Hill, NC.

May 2025 - Present

*Vice President*

- Lead the executive board in designing and executing cultural, educational, and networking events.
- Oversee strategic planning and budget management, ensuring efficient allocation of resources
- Develop and maintain partnerships with campus organizations and community groups to expand program reach and impact.

**UNC Minority Business Student Alliance** – Chapel Hill, NC

May 2025 - Present

*Vice President*

- Foster a welcoming professional-development community for minority Kenan-Flagler students
- Coordinate career-advancement workshops, speaker series, and mentorship programs to support members' growth.
- Forge strategic partnerships with campus groups and external businesses to create service and learning opportunities.

**UNC Student Government** – Chapel Hill, NC

August 2024 – May 2025

*Finance Committee*

- Supported the Director in managing the budget and financial planning for the Undergraduate Student Government.
- Assisted in the execution of fiscal policies and procedures that enhance the financial health of the organization.
- Communicated with both internal and external stakeholders to secure and manage funding.

## ADDITIONAL INFORMATION

- Skills: Tableau, Excel, R Studio, Python, Java, Project Management, Brand Marketing
- Relevant Coursework: COMP 110 – Intro to programming, COMP 283 – Discrete Mathematics, COMP 210 – Data Structures and Analysis, MATH 231 – Calculus 1, STOR 155 – Intro to Statistics