

I am a storyteller looking for the opportunity to create lasting connections between consumers, products and companies.

## EDUCATION

**Rochester Institute of Technology '16**  
**BS** Advertising and Public Relations  
Minor Journalism

## SKILLS

Account Service  
Content Marketing  
Project Management  
Marketing  
Business Development  
Finance  
Social Media

## HONORS

Charles S. Smith Scholarship '14  
Peer Mentor Service Award '14  
Lambda Pi Eta Member '15 - Pres

## INVOLVEMENT

PRSSA  
Vice President & Treasurer  
RIT College of Liberal Arts  
Peer Mentor  
Water for South Sudan  
Student Ambassador

## EXPERIENCE

Dec '15  
Present  
**RTB Media** San Francisco, CA  
Content Marketing Intern  
Crafts weekly blog posts and other content for the start-up's website to increase engagement. Creates and implements social media content calendars for various social media channels.

Nov '15  
Present  
**RIT Production Services** Rochester, NY  
Marketing Assistant  
Creates consistent and effective marketing and branding efforts for RIT's internal creative agency. Established and manages all social media accounts including Facebook, Twitter and Youtube.

Aug '14  
Present  
**Reporter Magazine** Rochester, NY  
Business Manager  
Manages all finances including the publication's payroll and budget of \$130K for a staff of over 50 students. Plans organization-wide events, manages major organization projects, and advises in social media, public relations and marketing practices.

Aug '15  
Dec '15  
**Dixon Schwabl Advertising** Rochester NY  
Account Service / PR and Social Media Intern  
Created and planned social media content calendars, media alerts and news releases for clients. Created and pitched an integrated marketing communications campaign to Serenity House, a non-profit client.

Jun '15  
July '15  
**Charles Schwab** San Francisco, CA  
Retail Acquisition Marketing Intern  
Developed and managed a digital advertising project that led to the creation of customizable digital advertising templates. Trained in Workfront project management software.

Nov '12  
Oct '15  
**Advantage FCU** Rochester, NY  
Bank Teller