**EDUCATION:**

**East Carolina University College of Business,** Greenville, NC

Master of Business Administration *May 2024*

Bachelor of Business Administration in Management Information Systems *May 2023*

**CERTIFICATIONS:**

Scrum Alliance Certified Scrum Master February *2023*

Applied Data Analytics Certificate *May 2023*

**TECHNICAL EXPERTISE AND SKILLS:**

Applications: Trello, Tableau, WordPress, Canva, Salesforce, Google Analytics

Software: Google Workspace, Microsoft Suite

Programming Languages: HTML5, SQL, C#, SAS, PHP

Other: Agile Methodology

**WORK EXPERIENCE:**

**Business Analyst and Project Management Intern** *June 2022 – Current*

Internet2

* Create and maintain weekly subscriber dashboards for the [Internet2 NET+](https://internet2.edu/cloud/internet2-net-plus-services/) Leadership. Dashboards include data related to subscribers, finances, engagement, and adoption
* Utilize monthly Google analytics report for the NET+ [Cloud Scorecard](https://internet2.edu/cloud/internet2-net-plus-services/cloud-scorecard/) to highlight trends and usage reporting for NET+ Leadership
* Manage project schedules, milestones, priorities, and identify project risks for May 2023 [Cloud Forum](https://internet2.edu/cloud-forum/)
* Work with Internet2 stakeholders to promote various NET+ cloud projects and initiatives supporting content creation and planning via data analytics

**Peer-to-Peer Marketing Internship** *July 2021 – February 2022*

Aramark – Greenville, NC

* Encapsulated and recorded weekly statistics for on-campus events to Marketing Director and Coordinator, including upcoming events and promotional items for ECU Dining social media
* Created, analyzed, and optimized advertising campaigns that boosted customer satisfaction and retaining meal plan members by following marketing strategies provided for the academic year
* Distributed and assisted with the creation of marketing material and promotional items
* Managed a team of interns, delegating tasks to maximize ECU Dining meal plan sales potential

**LEADERSHIP:**

**Panhellenic Association President** *Jan 2022 – Jan 2023*

East Carolina University– Greenville, NC

* Served as campus and community leader for the Panhellenic Association which includes 1500 women and 11 organizations
* Supervised and managed a budget of over $100,000 for the ECU Panhellenic Community
* Led the expansion of the Panhellenic Community by adding an 11th chapter, Alpha Phi at ECU
* Guided and delegated tasks to executive council members to manage the Panhellenic Association, including recruitment, membership involvement, programming, and DEI initiatives
* Developed and implemented a brand strategy for the Panhellenic community that included visuals and marketing materials
* Established an inaugural communication strategy for more than 1500 Panhellenic women
* Spearheaded the creation of a “New Member Programming Series” to educate and spread awareness to Hazing, Sexual Violence Prevention, and Health and Wellness
* Led all Executive Board and Delegate meetings of the Panhellenic Association

**HONORS AND ACTIVITIES:**

Beta Gamma Sigma Honors Fraternity March 2020 – Current

Association of Information Technology Professionals August 2021 – Current

Member of Zeta Tau Alpha Fraternity August 2020 – Current