



Profile

I am a highly self-motivated and hard-working individual who also enjoys teamwork and collaboration. I am an extended reality (XR) developer and well-versed in the full stack of multiple web and mobile programming languages. My passion is merging branding with XR and new media technology to bring marketing and communications dreams to life!

Experience

THE rAVe Agency, Chapel Hill, NC

2021 – Present

THE rAVe Agency is the #1 information and marketing source for the AV Industry.

As a developer, I assist with all projects regarding web development, app development, and software engineering. I am the agency's lead XR developer.

- Augmented reality filters for social media
- Augmented reality games, shopping, and promotional experiences
- Virtual reality experiences and games
- App development
- Website code edits and UX/UI improvements

Orange County Sustainability, Hillsborough, NC

Spring 2020

- Edited website HTML, CSS, and graphics
- Created campaign materials to market sustainability programs and initiatives

Diamond Brand Gear, Asheville, NC

Fall 2019

- Consultant providing sustainability marketing and communications plan for outdoor gear company
- Developed a social media guide to advance sustainability communications objectives
- Wrote website copy, edited site UX and UI, and improved graphics
- Produced and edited marketing video focused on company values

Defenders of Wildlife, Washington, D.C

Summer 2019

- Internship with the communications team
- Wrote published press releases, magazine articles, and blog posts on endangered species and conservation
- Edited and created marketing and outreach materials for the government relations and external affairs department
- Curated weekly newsletter highlighting the organization to staff and donors
- Generated coverage reports, tracked key performance indicators, and organized reporter lists

Education

Columbia Engineering, Columbia University in the City of New York

2021 – Present

- Professional Certificate in Computer Coding – Full Stack Development

The University of North Carolina at Chapel Hill

Fall 2018 – Present

- Bachelor of Arts degree in Environmental Studies – Sustainability Concentration
- Minor in Advertising and Public Relations from the Hussman School of Journalism and Media
- Pursuing a Master of Arts in Media and Communication – Strategic Communications Track
- GPA: 3.96

Sidwell Friends School, Washington, D.C.

2012 – 2016

- Advancement Placement: Environmental Science – 5, English – 5, Latin – 4
- Awarded high school diploma June 2016.

Skills

- Full stack web development, mobile application development, augmented reality, virtual reality, game development, and programming
- Proficient in JavaScript, Java, the MERN Stack, SQL, Mongo DB, CSS, HTML, C#, AWS, PHP, and Swift
- Heavily experienced and trained in SparkAR, Lens Studio, Unity, Unreal, Zaprworks, Blender, Adobe Creative Suite, WordPress, Canva, UX and UI design
- Skilled in using all features of Instagram, Facebook, Twitter, Snapchat, Reddit, LinkedIn, YouTube, and TikTok
- Experienced using Microsoft Windows, G Suite, iOS and macOS operating systems