
EMPLOYMENT

Senior Analyst Media & Social Strategy	Dell Technologies	Nov 2018-Present
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Managed SMACU Training & Facilitation, Events, Training Sessions, Social Selling & #SocialExec

- Key Deliverable: Serve as a spokesperson for the mandatory SMAC Certification through the Dell ethics and compliance mandate. Facilitate 1-300+ person trainings (~4800 team members in 2020). Actively build learning tracks & presentations for the SMAC training programs using UX/ADDIE design principles.
- High Visibility Project: McLaren F1 Content & Strategy Partnership 2018-2019. Supported content creation for both internal/external business partners. Provided tailored digital graphics, traditional marketing support & analysis to develop strategic content used to amplify the Dell Technologies brand at onsite & virtual partner events. (Dell Tech Instagram 28% increase in engagement per post for McLaren F1)

Constructed Intranet Site for SMAC Program & #SocialExec Program, Resource Creation & Management

- Key Deliverables: Facilitated stronger working relationships with the cross-functional team members by maintaining the content/function of the existing InsideDell site & constructing a new #SocialExec space for VP/SVP Dell Executives. (Supported 150 new visits & 30+ new Exec requests as of Nov. 2020)
- High Visibility Project: COVID-19 Advisory Response, strong operational knowledge & production integration by developing digital communication landing spots for reference by Dell team members regarding emergency guidelines. Executed Dell Technologies Covid-19 downloadable resource PDFs live on DellTechnologies.com

Social Media Analyst	Dell Technologies	Jun 2018-Nov 2018
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Supported teams for Social Business developing cross-functional editorial, training & governance assets

- Key Deliverables: Developed imagery/graphics/creative along brand guidelines for the copy writing team for distribution across (FB, Twitter, Instagram, LI) for Dells various Brand channels on social.
- High Visibility Project: Supported the creation and launch event of the On-Demand version of legacy SMAC Certification on the SABA platform (~2,000 Certified in 1st Month)

Digital Marketing Intern	Kompan Inc.	April 2012 – Dec 2012
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Developed content to drive product marketing for website re-lunch, social media & internal promotion.

- Key Deliverables: Coordinated with the company's national team of 40+ sales reps. and Create custom sales tools, training material and promotional content. Supported regional site refresh US rebranding with edited product images, graphics & strategic marketing copy.

EDUCATION

Fall 2014 – May 2018

B.L.A. Sociology, University of Texas, May 2018
Minor, Corporate Communications

Skills and Technologies

- Software – Adobe Studio (Photoshop/Illustrator/InDesign/XD) MS Office (PPT/Excel/Word) VS Code
- Agile – Graduate of UT McCombs 24 Week UX/UI Bootcamp, Dell Digital Labs Product Design, Applied lean development to the social media & communications teams operations and training development cycle.
- Public Speaking & Communication- Regularly presents virtual training sessions (1-300+), Former Debater