

Professional Summary

Dynamic digital marketing professional with agency and in-house experience across media planning, branded content, and campaign optimization. After launching my career with top brands like Sony, UMG, and Studio 71, I pursued acting full-time—joining SAG and appearing on HBO’s *Insecure*—while substitute teaching for LAUSD. Currently enrolled full-time in the Master of Science in Digital Marketing program at Cal Poly Pomona (graduating August 2025), I have updated my skillset to meet the demands of today’s evolving digital marketing landscape, with advanced training in SEO, analytics, and performance strategy.

Technical Skills

- **Programming Languages:** R, SQL
- **Web Technologies:** HTML, CSS/SCSS, Quarto, HubSpot, Tableau
- **Certifications:** Google Analytics, HubSpot

Education

```
# A tibble: 2 x 5
  what                                when          with          where why
  <chr>                                <chr>          <chr>          <chr> <lis>
1 Master of Science in Digital Marketing 2024 - 2025 Singelyn ~ Cal ~ <chr>
2 Bachelor of Science in Marketing Management 2002 - 2010 College o~ Cal ~ <chr>
```

Relevant Work Experience

```
# A tibble: 6 x 5
  what                                when          with          where why
  <chr>                                <chr>          <chr>          <chr> <list>
1 Digital Marketing Manager 9.2024 - 2.2025 John Franklin I~ <NA> <list>
2 Sales Development Coordinator 9.2012 - 4.2013 Studio 71 <NA> <list>
3 Associate Digital Media Planner 4.2011 - 9.2012 Universal McCan~ <NA> <list>
4 Digital Marketing Coordinator 6.2010 - 1.2011 Universal Music~ <NA> <list>
5 Digital Sales Intern 1.2010 - 6.2010 Warner Music Gr~ <NA> <list>
6 Digital Marketing Intern 6.2009 - 12.2009 Universal Music~ <NA> <list>
```