

# 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>	<list>
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>

# Honors

- Beta Gamma Sigma Honors Society
- MSDM 2025 “Student of the Year”

# 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 McCa~	<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>