

EDUCATION

University of Southern California, Los Angeles, CA

Expected May 2024

B.S. Business Administration, Minors in Product Design & Screenwriting, GPA: 3.86, Presidential Scholar

Ladue Horton Watkins High School, St. Louis, MO

May 2021

GPA: 3.97, ACT: 35, National Merit Finalist

EXPERIENCE

Bianco Properties

June - August 2022

Acquisitions Intern

- Created and managed algorithm utilizing Placer Analytics, Microsoft Excel, and Google Maps to evaluate \$500M portfolio
- Applied algorithm to conduct diligence on over 8,000 off-market shopping centers in key growth regions

TroyLabs (USC's Venture Platform)

October 2021 - Present

Head of LAUNCH, Marketing Specialist

- Lead our biannual 3-hour LAUNCH pitch competition: secured over \$9k in funding, hired and directly managed 15-person staff, directed 30-person in-house team, and sold out the venue (200+ people)
- Worked directly with industry professionals in the journalism, restaurant, web3, and biomedical industries on effectively marketing their pre-seed start-ups

Discord

October - December 2021

Marketing Agent

- Conducted outreach to 200 organizations to boost awareness of Discord's online communication service
- Converted 15 organizations into users with the long-term goal of cultivating a user base with strong retention

Private Consulting and Design

May 2021 - Present

Freelance Consultant

- Consulted for an online cryptocurrency game with thousands of engaged players regarding branding, advertising, regulations, and mobile adaptation. Since then, the game's user base has grown by thirty times
- Designed logos and a social media package for an interfaith business podcast commissioned by Wharton and Marshall MBA students

International Consulting Club

September 2021 - Present

Growth Consultant

- Created a deliverable for a Y-Combinator backed AI real estate firm, prompting consideration of expanding to new industries

LEADERSHIP

Speak Up St. Louis

June 2020 - June 2021

Teacher

- Independently operated a free public speaking program teaching confidence, rhetoric, and critical thinking, attended weekly by fifty students

The Weekly Spar

May 2020 - June 2021

Co-Founder & Director

- Directed 30 judges and managed over 130 debate rounds to raise money for the NAACP Legal Defense Fund
- Facilitated partnerships with the Calvin Coolidge Presidential Foundation and the Commission on Presidential Debates

DECA

August 2019 - May 2021

Chapter President & Missouri VP

- Coached and prepared over 100 competitors on simulated business interactions and case analysis, resulting in our chapter's most successful year on record
- Designed three integrated marketing campaigns, earning first place presentation and exam awards internationally against ~3,500 competitors, as well as state champion designation. Recognized at governor's mansion and issued a resolution for excellence in marketing.
- Placed first in St. Louis in case competitions surrounding automotive service marketing, retail merchandising, and marketing communication

HONORS & AWARDS

BisNet Case Competition - Placed first in an international business case competition, presented market strategy to the CEO of a prestigious Ecuadorian chocolate company. November 2021.

USC Metaverse Challenge - Placed first in a case competition judged by senior executives at Google, Microsoft, Disney, Epic Games, and Universal by conceptualizing a new age tech ecosystem revolutionizing the internet of things. October 2021.

SKILLS

Technical: JS/CSS/HTML, Solidworks, Shapr3D, Figma, Word, Excel, Photoshop, Wordpress, Canva, Final Cut Pro X, Premiere Pro, Placer.ai

Interests: Social Entrepreneurship, Screenwriting, Product Design, Orchestral Composition, Scrabble