

## **SUMMARY**

Data Analyst with experience in political advertising, nonprofit operations, copywriting and content creation. Skilled in data management, dashboard creation, SQL, Python, Power BI, Excel, and data visualization. Adept at reducing manual work and communicating findings to non-technical audiences.

## **RELEVANT XPERIENCE**

### **Capital Laughs**

#### ***Social Media Manager***

**Washington, DC** || *March 2024 - Present*

- Manage and grow brand presence across Instagram, X, TikTok, and Facebook, producing graphics, videos, and copy optimized for each platform
- Collaborate on creative campaigns and promotional materials, tailoring tone and visuals to platform audiences
- Book and promote high-profile performers, often responding quickly to last-minute changes using digital tools and social outreach

### **The Onion**

#### ***Editorial Writing Fellow***

**Chicago, IL** || *September 2024 – March 2025*

Functioned as a Staff Writer pitching and editing headlines, articles, video scripts, satirical advertisements, and features for *The Onion*'s print newspaper, website, TikTok, Instagram, Facebook, and Webby-award-winning *Onion News Network* YouTube series.

- Wrote 4-5 short and long form pieces per week
- Vetted contributor submissions to uphold impeccable accuracy and editorial standards
- Prepared content for online publication
- Drafted stunt marketing campaigns and creative ad copy for real brands

### **Ampersand Media**

#### ***Political Data Analyst***

**Bethesda, MD** || *October 2023 – September 2024*

- Conducted data management, cleansing, and reporting to identify trends that informed 2024 election advertising strategies.
- Built automated data tools and pipelines to sort, refine, and segment information, improving turnaround times for sales teams.
- Developed dashboards and data visualizations in Power BI to communicate insights across teams and support cross-functional decision-making.
- Compiled analytics that directly supported the sale of over \$1 billion in advertising space.
- Oversaw large datasets of voter and media consumption statistics, ensuring accuracy and compliance with business requirements.

### **Families Helping Families Non Profit**

#### ***Data Analyst***

**New Orleans, LA** || *September 2021 – October 2023*

- Designed chat bot responses to different user inputs ensuring consistent outputs from large language models
- Parsed large data sets to identify trends in how clients needs changed
- Analyzed AI outputs to identify failure modes via prompt engineering and chaining

### **WRFI Community Radio**

#### ***Volunteer Reporter/Producer***

**Ithaca, NY** || *2017 – October 2020*

- Reported on breaking news and local politics; wrote, edited, and delivered on-air scripts
- Attended hearings, markups, and compiled reports for senior staff

### **House Natural Resources Committee**

#### ***Intern***

**Washington, DC** || *2017*

- Researched policy issues and drafted briefing packets from news and social media monitoring
- Conducted live interviews and produced daily broadcast segments
- Operated control room equipment to ensure accurate, timely programming

## **EDUCATION**

### **Tulane University, New Orleans, LA**

**Bachelor of Arts:** Computer Science and Communication, 2022

## **TECHNICAL SKILLS:**

- **Content Creation:** Editorial writing, headline pitching, scriptwriting, captioning, branded copy
- **Video Production:** Final Cut, Adobe Premiere, Canva, TikTok/Instagram in-app editing, subtitling tools
- **Digital Media:** Social copywriting, audience engagement, platform-specific optimization
- **Technical:** SQL, Power BI, Visual Basic, Python, Google Workspace, Salesforce