



## PROFESSIONAL EXPERIENCE

### Symphysis Marketing Solutions, LLC

*Jr. Web Developer*

**Tukwila, WA**  
Mar 2020-Present

- Assigned clients: Fonté Coffee Roaster (Mar 2020-Present), Qbitt, Inc. (May 2020-Present)
- Coded, designed, staged, and launched e-commerce product pages using BigCommerce and Wordpress
- Co-ideated organic, cost-per-click, e-mail, blog, and social media campaigns for new products and features
- Performed SEO and keyword research, updating and optimizing content to improve search engine rankings
- Directed, edited, filmed, pitched, and published a summer café cold brew video

### My Little Restaurant

*Director of Public Relations*

**Selah, WA**  
Oct 2019-Present

- Developed the Mexican restaurant's website while advising all digital marketing activities
- Established local partnerships in the area, participating in community events throughout the year
- Executed the grand opening day campaign, featuring the story and a 3-month print ad in The Selah Journal
- Supervised the restaurant's social media channels, reaching a fan base of 500+ supporters within the first quarter

### University of Washington

*Student Activities Office Assistant*

**Seattle, WA**  
Oct 2017-Aug 2019

- Managed data systems for 1,000+ registered student organizations and academic entities
- Provided office coverage, event preparation, interviewing, and peer advising services at the Husky Union Building
- Represented the department at academic and staff-related events and meetings

### Rainier Athletes

*Sales Intern*

**Bellevue, WA**  
Apr-Jun 2019

- Generated leads and prospective small businesses and corporate sponsors to further fundraising goals
- Procured over 150 donation items with the staff for the nonprofit's annual Shape the Future auction
- Shadowed mentors and facilitated weekly community events to 100+ student athletes in grades 5-12

### KB Connects, LLC

*Social Media Intern*

**Mill Creek, WA**  
Nov 2014-Mar 2015

- Executed social media leadership and content strategies for a patent-pending earbud storage device
- Monitored a \$5,000 crowdfunding campaign, coordinating the Twitter account with the owner
- Spoke at a regional business conference, showcasing the product and campaign updates to 150+ attendees

## LEADERSHIP DEVELOPMENT

### Future Business Leaders of America – Phi Beta Lambda, Inc.

*Zeta Beta Phi Chapter President, PBL State Officer, National Executive Assistant*

**Washington Association**  
Sep 2015-Jun 2019

- Co-founded the Seattle chapter with notable FBLA alumni, recruiting students across the Pacific Northwest
- Launched biweekly local and state e-newsletters, social media and blog posts, and website development
- Participated in 2 national business competitions: Job Interview (6<sup>th</sup> place), Integrated Marketing Campaign (10<sup>th</sup> place)
- Presided 4 state leadership conferences and adopted interactive workshops, speaker series, and industry networking

## EDUCATION

### University of Washington

*Bachelor of Arts, Communication; Informatics minor*

**Seattle, WA**  
Jun 2019

- Campus Involvement: HUB Board of Representatives, Husky Leadership Initiative, UW Alumni Association
- Michael G. Foster School of Business: Rhodes Professional Sales certificate
- Triple Impact Africa: a study abroad program focusing on Moroccan sustainability entrepreneurship efforts

Sep 2016

### North Seattle College

*Associate in Business*

**Seattle, WA**  
Jun 2018

## SUMMARY OF SKILLS

### Analytical Programs

Google Analytics certificate • Salesforce • Smartsheet • R

### Language Proficiencies

English • Spanish

### Creative Applications

Adobe Creative Suite • Canva • Hootsuite • Mailchimp

### Technical Development

e-Commerce • HTML5/CSS • Microsoft Office • Wordpress