

EDUCATION

University of San Diego, San Diego, CA

Bachelors of Business Administration in Marketing, minor in Communication Studies
Honors Program, Alcalá Award Recipient

Anticipated May 2017

GPA: 3.92

Dean's List, First Honors

St. Clare's, Oxford, UK

Emphasis on international marketing and business ethics, wrote articles for USD website about experience abroad

September 2015 – December 2015

EXPERIENCE

Academic Technology Services

Student Technology Assistant

- Work alongside USD professor to integrate technology into the classroom; assist with projects in the IT department
- Developed Wordpress blog, eBook, and promotional video in past projects

University of San Diego

January 2015 – Present

Lennon Group

Intern

- New client research and contact for full-service integrated marketing team; facilitated communication between team and clients

Burbank, CA

June 2016 – August 2016

University Publications

Video Intern

- Developed video projects for University website, typically publicity for events or interviews

University of San Diego

February 2016 – May 2016

University Communications

Intern

- Promoted USD events and achievements to community resources (magazines, newspapers, and USD website)
- Wrote press releases, interviewed USD staff and students to write profile pieces

University of San Diego

September 2014 – May 2015

PROJECTS

Client-led Digital Marketing Campaign for Electronics Recycling Center

- Developed 5 advertisements with Google pay-per-click advertising over 15-week period. Utilized Google Adwords and Trends to target markets, then analyzed the success of the ads through resulting data and reformed for future ads.

University of San Diego

LEADERSHIP/SERVICE ACTIVITIES

Pi Beta Phi Fraternity for Women

Founding Member

- Event Planning Committee Chair (Fall 2016) – plan social events for chapter, manage committee of five
- External Relations Committee Chair (Spring 2016) – supervised social media for chapter and facilitated communication for between chapter and Panhellenic Council

University of San Diego

February 2015 – Present

Preceptorial Assistant Program

Preceptorial Assistant

- Academic and university-life mentor to class of twenty incoming students. Important point-person for students as they adjust to life at USD. Assist with transition, connect students with on-campus resources, and help with academic success.

University of San Diego

April 2014 – December 2014, March 2015 – Present

USDtv

Chief of Staff and Producer

Outstanding Student Leader Award, 2014, presented by Center for Awareness, Service and Action & Associated Students

- Managed two teams and facilitated communication between these teams and executive board, developed and managed organization website, managed email list, planned social events, produced two shows and developed independent videos

University of San Diego

January 2014 – May 2015

HONORS/AWARDS

Mortar Board Senior Honor Society - Chapter Historian (2016-2017 school year)

USD, March 2015

Lambda Pi Eta Communication Honors Society

USD, March 2015

Beta Gamma Sigma Business Honors Society

USD, January 2015

SKILLS

Writing, management, customer service, leadership, social media marketing, SEO, PPC, Google Adwords, target marketing, data analysis, Photoshop, Final Cut Pro x, dSLR, Wordpress, press releases, Microsoft Office (Excel, Word, Powerpoint)