**Education**

The University of Akron, Akron, OH May 2025

**Bachelor of Business Administration in Marketing (3.5 GPA)**

**Relevant Coursework**

Integrated Marketing Communication B2B Marketing Consumer Behavior

**Internship Experience**

**Social Media and Marketing Manager,** Sipsavorsoul, Akron, OH June 2023-December 2023

* Generate creative and innovative content to grow company brand on Instagram, TikTok, Facebook, and YouTube
* Engage followers through food-related memes and GIF’s with most popular post garnering 1.6+ million views
* Assist company owner by editing content videos to post on the appropriate social media platform
* Compete against 3 other organizations by submitting flyers and posts in the Akron Urban League “Golden Fork Award” Challenge and earned the most votes and won the competition

**On-Campus Work Experience**

**Student Assistant,** Cummings Center for the History of Psychology, Akron, OH January 2023-Present

* Utilize customer service skills to make ~8 visitors' experiences successful per shift
* Measure and record each visitor's time spent in the museum to improve their future experiences

**Student Leader,** CoB Summer Leadership Academy, Akron, OH (Seasonal) July 2022-August 2023

* Collaborated with 3 other student leaders to resolve interpersonal conflicts between students
* Prepared students for success in the classroom through assisting with internet and technology questions, guiding them around campus, and leading group discussions

**Student Assistant,** Taylor Institute for Direct Marketing, Akron, OH August 2021-October 2022

* Assisted faculty, staff, and students by using customer services skills daily
* Maintained closing duties by cleaning and organizing 11 classrooms per shift
* Successfully helped faculty locate approximately 10 broken links on U.A. website

**Work Experience**

**Sale Associate,** Bista Brother Asian Grocery, Akron, OH July 2019-December 2019

* Stocked shelves and maintained cleanliness of both shelves and work areas
* Assisted 7 customers locating/selecting merchandise per shift

**Leadership and Extracurricular Experience**

National Millennial + Gen Z Community January 2023- Present

* Member, January 2023- Present

The University of Akron Sociology Club, Akron September 2021-Present

* Treasurer, September 2022-Present
* Vice President, September 2021-September 2022

**Technical Skills**

Canva Microsoft Office Suite Google Suite Bilingual Video editing software (Capcut)