

EDUCATION

University of Florida

Bachelor of Science in Public Relations

Minor in Leadership, Minor in Communication Studies

May 2015

PROFESSIONAL EXPERIENCE

Lincoln Center for the Performing Arts, Inc.

January 2016-May 2016

- Coordinator for the Guided Tour Program as well as group sales at Lincoln Center, this management role supported approximately 35 paid, union-represented tour guides' administrative responsibilities (scheduling, payroll, updating master database) as well as support on administering policies and practices in accordance with collective bargaining agreement; includes training, disciplinary records, updating manuals etc.
- Serve client-facing duties including welcoming over 14,000 visitors to Lincoln Center's campus upon arrival for their guided tour, maintain positive relationships with over 100 tour operators and serve the role as point-person for group sales, assisting with over \$20,000 in sales over Q1 2016 using Tessitura POS.
- Support marketing initiatives that expand annual tour takers, which included identifying and reporting on national and international tour trends as well as collecting qualitative and quantitative tour metrics via surveys and tour evaluations, aided with the Guided Tour Program budget (including quarterly revenue and expense projections and analysis).

Yelp, Inc.

October 2015-December 2015

- Serving as an Account Executive in the Yelp Sales Development Program, my role specialized in online advertising sales solutions for small to medium-sized local businesses through cold calling.
- Using Salesforce CRM for client management, I was responsible for making a monthly quota through full control of the sales process, making 70-90 daily outbound sales calls for lead generation.

MSLGroup, New York

June 2015-August 2015

- Working on the media relations team at a Top 5 global public relations agency, efforts include building media lists using industry-related programs to network and personally pitch products, services and events to top-tier, regional and local media contacts in print, online, television and magazine outlets.
- Executing media-focused events for corporate clients including, Always' #LikeAGirl, that include six figure budgets and celebrity attendees with impressions that are over 1 billion.
- Use analytics and media monitoring techniques to follow organic outreach of various campaigns, managing millions of impressions and more than 100 media mentions at a time per campaign.

Lincoln Center for the Performing Arts, Inc.

June 2014-August 2014

- Corporate Relations and Sponsorship intern based in the corporate office of New York City's Lincoln Center for the Performing Arts, the largest and leading performing arts venue globally.
- Contributed to raising a yearly goal of \$12 million through Lincoln Center's corporate sector from leading 150 onsite activations with major Fortune 500 companies on Lincoln Center's campus.
- Oversaw corporate activities of Lincoln Center, developed cohesive corporate strategy through project-based research and initiated consultative responsibilities for other departments.

Dance Marathon at the University of Florida / Children's Miracle Network

September 2013-March 2015

- Held Public Relations and Entertainment Captain positions for the University of Florida's largest student-run fundraiser, recently contributing more than \$1.5 million to the Children's Miracle Network.
- Used social media management to micromanage and live report more than 1,000 social media posts to assist operations of UF Dance Marathon's 26.2-hour event.
- Initiated recruitment and contracting of 15 day-of performers, networking them to all event attendees.

LEADERSHIP EXPERIENCE

Public Relations Student Society of America

October 2012-June 2015

- Active member and previous Online Strategies committee member, which involved using various social media platforms to inform members and other university students of information regarding various events, guest speakers and workshop series.

Journalism and Communications Ambassadors

September 2013-May 2015

- Recruited as an official ambassador and liaison to the University of Florida's College of Journalism and Communications where I maintain proper and set leadership and academic standards to best represent my college.
- Lead communications-based interactive workshops, facilitate the student-run editing office and officiate tours for university students, faculty and visiting guests to use at their convenience.