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## EXPERIENCE

### Postali LLC - SEO | Digital Marketing Intern

May 2018 / August 2018

- Conducted searches such as evaluating competitor websites to incorporate best practice and created marketing strategy to ensure optimal results.
- Created personalized posts throughout the Google My Business platform with focus on keyword rich content and SEO to assist in the success of each campaign.
- Was responsible for monitoring & generating traffic, conversions, keyword rankings and reports through Google analytics.

### Ruffalo Noel Levitz - Nonprofit Representative

Jan 2018 / April 2018

- Handle over 200 negotiations and fundraising calls with Miami Alum during a shift.
- Use different call techniques to increase pledge percentage and create new fundraising curriculum.

### Express - Sales Intern

May 2016 / Dec 2017

- Assisting store management team with the development and opening of the new store location and store related operations.
- Analyze discrepancies and assist managers with payroll.

## EDUCATION

Miami University, Oxford, Ohio  
Bachelor of Arts in Interactive Media Studies  
Minor: Entrepreneurship  
Honors: Deans List (2 semesters)  
Graduation: May 2019

TechStars Startup Weekend  
October 2018

- Responsible for creating the pitch deck as well as designing wireframes and creating an interactive prototype for Soulster.
- Pitched final prototype and presentation to a panel of judges.

## SKILLS

Graphic Design

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)
- Sketch

Web Design

- Programming - HTML5, CSS3
- Wordpress

Project Management

- Utilizing the Agile framework, specifically Scrum
- Wrike experience

## CERTIFICATIONS

Google Analytics | Google Adwords  
Hootsuite | Hubspot - Content Marketing