

EXPERIENCE

Sports Information Intern | Syracuse Univ. Athletic Comm.

Syracuse University - Syracuse, N.Y.

September 2018 - Present

- Works closely with sport information directors on daily tasks
- Writes game previews, recaps and press releases which are published on Cuse.com for different Syracuse athletic teams
- Updates statistics and helps create media materials and utilizes Adobe Creative Suite to produce social content
- Assists sports information directors at sporting events with statistical management and content creation
- Serves as secondary media contact for the men's and women's rowing programs

PR and Marketing Associate | Global X Ventures and Studio

Global X - Remote

January 2020 - March 2020

- Led all marketing and PR efforts for Global X, a venture fund and startup studio co-founded by Spencer Dinwiddie, NBA player for the Brooklyn Nets
- Wrote copy and developed and designed the organization's website, globalx.ventures
- Initiated company use of tracking software on HubSpot and Mailchimp
- Created and wrote two iterations of the venture pitch deck to be used in acquiring new companies and investors
- Developed comprehensive social media strategy and editorial calendar revolving around influencer marketing and a blog series and podcast network

Sports Information Assistant | Xavier Univ. Athletic Comm.

Xavier University - Cincinnati, Ohio

May 2019 - August 2019

- Aided Xavier's sports information directors to fulfill goal of increasing social presence with video
- Spearheaded project to collect information on over 150 Xavier Athletic Hall of Fame Nominees and assisted with voting process
- Served as head videographer and assistant planner on video series for Xavier basketball coaches and players
- Compiled statistics and co-authored the Xavier men's basketball 2019-20 media guide and assisted in athletic website management

Video Editor | Little League International Digital Media

Williamsport, Pa.

July 2018 - August 2018

- Produced 100+ highlights during the Little League Baseball/Softball World Series and Regionals
- Worked with Digital Media Director to choose highlights and abide by ESPN broadcasting agreement
- Highlighted clips on LittleLeague.org and Little League's Instagram, Twitter and Facebook accounts

Summer Media Relations Assistant | Bucknell Comm.

Bucknell University - Lewisburg, Pa.

May 2018 - August 2018

- Headed a project to create a "Media Experts Gallery," a media resource showcasing over 25 Bucknell faculty experts
- Interviewed professors as part of profile videos which are featured on the gallery
- Helped create and maintain public events calendar, wrote about Bucknell faculty features in the media, and helped serve the University's media relation missions

SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Microsoft Office Suite
- Press releases/Copywriting
- Media relations
- PR Research
- Cision (HARO)
- Ooyala
- Audacity
- Social media
- AP Writing Style
- SIDEARM Sports

EDUCATION

Syracuse University '21

**S.I. Newhouse School
of Public Communications**

- **B.S.:** Public Relations
- **Minor:** Sport Management
- Renee Crown University
Honors Program
- 3.95 grade point average
- Dean's List (all semesters)

ACTIVITIES

**Syracuse University
Rotaract Club**

- E-Board Head of Communication
 - Elected to position Spring '19
 - Student mentor
- Sports PR Club member

AWARDS

- Recognized for academic achievement for First-Year Newhouse students
- Won the *College Division Outstanding Feature Award* at the 53rd Annual Excellence in Broadcasting Competition held by the New York State Broadcasters Association