

EXPERIENCE

Communications Intern | National Football League (NFL)

New York, N.Y. - Remote

July 2020 - August 2020

- Recruited for the Football Communications internship position, participated in "seed kit challenge" program to address and solve NFL business problems.
- Worked with youth & high school outreach and internship team to develop virtual programming during pandemic and presented product to senior executives
- Conducted @PlayFootball social media audit, created product prototype and developed PR plan and social content strategy for "Play Football Challenge" program
- Selected as one of 67 interns for summer program out of 15,000 applicants

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, 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 2020-21 secondary media contact for the men's rowing program, women's soccer program

PR and Marketing Associate | Global X Ventures and Studio

New York, N.Y. - Remote

January 2020 - March 2020

- Led all marketing and PR efforts for Global X, a venture fund and startup studio co-founded by NBA player Spencer Dinwiddie
- 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, 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
- Compiled statistics and co-authored the Xavier men's basketball 2019-20 media guide and assisted in athletic website management
- 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 men's and women's basketball

Summer Media Relations Assistant | Bucknell Comm.

Bucknell University - Lewisburg, Pa.

May 2018 - August 2018

- Headed project to create a "Media Experts Gallery," a media resource showcasing over 25 Bucknell faculty experts to present
- Interviewed professors as part of profile videos which were 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 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

- 3.95 grade point average
- B.S.: Public Relations

- Minor: Sport Management
- Renee Crown University
Honors Program
- Dean's List (all semesters)

ACTIVITIES

Syracuse University

Rotaract Club

- E-Board Head of Communication
 - Elected to position Spring '19
- Sports PR Club member
- Newhouse Peer Advisor
- COM 100 Teaching Assistant Fall '20
- Newhouse Student Rep
Committee (elected)

AWARDS

- Kappa Tau Alpha journalism and
mass communication honors
society inductee
- College Division Outstanding
Feature Award at the 53rd Annual
Excellence in Broadcasting
Competition winner