

## Education

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### ***Tufts University, Medford, Massachusetts***

Tufts University, School of Engineering, Gordon Institute

May 2020

*Masters in Science in Innovation and Management*

Accepted & will begin masters program in Fall of 2019

*Bachelor of Arts in Philosophy & International Literary and Visual Studies,*

May 2019

Minor in Studio Art & Concentration in Computer Science

### Technical Skills & Certifications

#### Technical Classes Taken

- *Data Structures*
- *Discrete Math*
- *Game Design*

#### Technical Classes In Progress

- *Web Development*
- *Project: Interactive Digital Art*
- *Human-Computer Interaction*

*Facility in C++, JavaScript HTML ,CSS  
Adobe Illustrator, Photoshop, InDesign,  
Unity Game Development, C#  
openFrameworks, Processing3 development  
Git & Github, Workflow Management*

## Marketing, Product Management, & Consulting

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### **Spectrum Reach, Charter Communications,**

*Product Marketing, Content & Categories, Intern, New York City*

May 2018 -Aug 2018

- Strategized with management in the development of q4 sales initiative
- Researched, organized, and designed advertising materials
- Focused & developed targeting strategies for advertising campaigns

**The Perfect Granola, Marketing Consultant, Brand Strategy, Medford, MA**

Jan 2018 - May 2018

- Developed marketing, brand strategy for startup
- Conducted market research and performed competitive analysis
- Defined target buyer persona
- Utilized Hubspot CRM for lead generation

## Executive & Leadership Experience

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**Tufts Programming Board, TUSC Freshman, Sophomore Class Council,**

Sep 2015-May 2017

- Managed & planned marketing campaigns for from 50 to 3,000 attendees
- Allocated approximately \$60,000 marketing budget with team of four

**Tufts University Social Collective, Programming Board Rebranding Committee Chair**

Sep 2015-May 2016

- Developed & implemented rebranding of campus brand
- Planned rebranding timeline & structure of brand: sub-branding

## Professional Experience

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**Tufts Political Science Department, Office Assistant,**

Aug 2017-May 2018

- Create spreadsheets, documents, and other department materials

**Tufts University Art Gallery, Visitor Services Associate**

Jan 2015-May 2016

- Supported gallery management: curating, overseeing, marketing, and security of exhibits