**EDUCATION**

**University of North Carolina at Chapel Hill** Chapel Hill, NC

Bachelor of Science, Psychology, May 2011 2007–2011

Minors History & Latin American Studies

**Christ School** Arden, NC

National Honors Society 2003–2007

Salutatorian & Prefect

**RELEVANT EXPERIENCE**

**Practising Law Institute** New York, NY  
*Web Marketing Specialist / Web Developer* 2/2012–5/2013

* Built and designed landing pages/mini-sites for marketing campaigns
* Daily use of SEO and analytics to tailor Display/PPC Ad to target audience
* Produced/edited video interviews and promotional videos for marketing campaigns
* Monitored performance of web marketing campaigns

**Practising Law Institute** New York, NY  
*Video Production Intern* 9/2011–2/2012

* Produced and edited online videos for promotional marketing campaigns
* Built website to house marketing videos

**HipHopDNA.com** New York, NY

*Content Editor* 9/2011–9/2012

* Editor and contributor of content
* Planned direction of site growth in terms of content and marketing

**UNC Office of University Development / RuffaloCody** Chapel Hill, NC

*Fundraising* *Ambassador* 7/2010–7/2011

* Raised over $60,000 in contributions in less than one fiscal year
* Reached 20-40 prospective donors per day to encourage donations to the University

**Music Box World** Flat Rock, NC

*Apprentice/Store Clerk*  3/2003–7/2007

* Learned to build movements and repair damaged mechanisms
* Managed inventory and accounting for orders, returns, and shipments
* Handled customer service, catalogue distribution and website design

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**SOFTWARE PROFICIENCIES**

Final Cut Pro | ProTools |Photoshop | Premiere Pro | Illustrator | After Effects | Flash | SPSS

HTML | CSS |JavaScript | jQuery | PHP | SQL | WordPress | Python

**REFERENCES**

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