**EDUCATION**

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May 2012 **Bachelor of Arts Degree, Psychology** *New College of Florida (The State University System’s Honors College) – Sarasota, FL*

May 2016     **App Academy Bootcamp Prep** *App Academy – New York, NY*

**Professional experience**

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Jan 2016- **Marketing Director**,*Sea Radiance Skincare – New York, NY*

Present

* Built e-commerce website for the skincare line of renowned NYC dermatologist, Dr. Debra Jaliman.
* Lead marketing initiatives alongside executives and PR team, including the debut of the product line at the 2016 Academy Awards.

Oct. 2014- **Project and Office Manager**,*Social Media Delivered – Dallas, TX*

Dec. 2015

* Project manager on website development, served as the liaison between developers and executive team to create a website that effectively communicated the company’s capabilities and goals.
* Created, delivered and tracked Salesforce email marketing campaigns to thousands of prospects.
* Developed and implemented standardized operations by programming workflows for management of employees, clients, vendors and contractors. Trained employees and supervisors to ensure performance, productivity and procedures were aligned with the company’s goals and policies.

Sep. 2012- **Consultant**,*True North Advisers – New York, NY*

Oct. 2014

* Worked on development and marketing of multiple start-ups in Florida and New York.
* Built, managed and developed content for e-commerce websites and magazines.
* Managed SEO, marketing and social media, and tracked and analyzed conversions to optimize monthly budgets.

May 2012- **Zookeeper,** *Sarasota Jungle Gardens – Sarasota, FL*

Aug. 2012

* Performed daily educational reptile shows for guests to promote conservation messages.
* Responsible for feed and clean duties, as well as general care for multiple species of birds, reptiles and mammals.
* Surveyed and tracked the animals and their enclosures daily to ensure consistently high standards of health and wellbeing.

Jan 2011- **Data Analysis Assistant,** *New College of Florida – Sarasota, FL*

Feb 2011

* Worked alongside researchers on a manatee sensory study.