

PROFESSIONAL EXPERIENCE

- 12/15-Current **Haney, INC.** **Cincinnati, OH**
Assistant Client Manager
- Provide project management for each individual job including organizing information and scheduling meetings
 - Effectively communicate and create trust internally with team and externally with client
 - Ensure client satisfaction and highest quality prototypes
 - Log and track all project details in job tracking system
- 1/12-Current **Messerly Photography** **Columbus, OH**
Owner
- Manage and create client leads through local networking
 - Implement marketing strategies through social media and self-made website, www.messerlyphotography.com
 - Manage all aspects of business financials including contract development and billing
 - Create a lasting relationship with clients by emphasizing customer service and professionalism throughout process
- 8/15- 12/15 **Fisher College of Business Research Lab** **Columbus, OH**
Marketing Research Lab Assistant
- Instruct over 250+ participants so that they have a positive experience in order to reduce negative bias in results
 - Ensure each study is rid of any additional variables to create consistency from one research session to the next such as unnecessary distractions
- 4/14- 12/15 **Midwest Photo Exchange** **Columbus, OH**
Marketing and Education Assistant
- Primary contributor to online content marketing strategy including 30+ blogs
 - Hands-on instructor aiding in the education of photography students as well as managing space during classes
 - Optimized and improved social media strategy while documenting all posts to show sponsors proof of brand promotion and lead to future sponsorships
 - Designing flyers and banners for major events throughout the year, including but not limited to special events with top photography talent and holiday events
- 9/14-8/15 **Big Ten University Rugby** **Columbus, OH**
Marketing and Communications Intern
- Interviewed Big Ten coaches highlighting upcoming games to promote attendance and create buzz
 - Created fundraising material and copy for potential sponsors with short lead time
 - Traveled with the team to sporting events for photography and social media work resulting in more materials to promote and improve the program
 - Restructured and re-launched osurugby.com website with new and improved content and design

EDUCATION

Bachelor of Science in Business Administration, Marketing, The Ohio State University, 2015

- GPA: 3.6
- Transfer student from Belmont University
- Voted most persuasive speaker in Persuasive Communications course
- Finalist for marketing strategy presentation
- Focus on advertising, promotions, and data analysis courses
- Science Undergraduate Research Symposium speaker

SOFTWARE PROFICIENCY

- Basic understanding of R software in Marketing Research
- Microsoft Word, PowerPoint, Excel, Access, Photoshop CS6, and Lightroom.
- Basic knowledge of Adobe InDesign, Adobe Illustrator, and Python
- HTML & CSS
- Proficient in using Wordpress for business and sports