

## EDUCATION

### The George Washington University

Bachelor of Arts in Communication, double minor in Journalism and American Studies

Relevant Coursework: Issue Management, Public Communication, Media Law, Professional Communication, Entrepreneurship, Corporate Ethical Communication, Editorial and Persuasive Writing, Narrative Journalism

3.5 GPA

Washington, D.C.

May 2021

### Universidade NOVA de Lisboa

Concentration in Intercultural Communication

Lisbon, Portugal

January 2020 – May 2020

## EXPERIENCE

### Democratic Party of Georgia

#### Field Intern

Remote

December 2020 – January 2021

- Reached 1,600 voters to encourage voter registration, early in-person voting, and the use of ballot drop boxes
- Accelerated recruitment efforts resulting in 25 new volunteers and 60 shifts completed

### Maine Democratic Party

#### Deputy Field Organizer

Portland, Maine

September 2020 – November 2020

- Launched canvasses during GOTV at the second-largest door-to-door program in the state, resulting in 14,000 doors knocked, 21,400 voters attempted, and 5,500 IDs
- Trained 50+ volunteers per week on communication tactics, policy, phone banking platform, and RCV
- Managed largest weekly collegiate phone bank of 30+ volunteers resulting in 1,500 dials per week

### Educate Maine

#### Marketing and Event Planning Intern

Portland, Maine

June 2019 – August 2019

- Created digital content for Facebook, Instagram, and LinkedIn including writing copy, capturing and editing photos, and designing graphics, resulting in a 225% follower increase on Instagram
- Revamped marketing strategy by implementing new communication channels such as a Facebook Group, LinkedIn Group, and an SMS Messaging Platform to streamline external communication management
- Pivoted email marketing campaign strategy based on email-open rate, increasing 19% in three months

### Be Creative Consulting

#### Marketing Intern

Washington, D.C.

September 2018 – December 2018

- Updated SEO of 5 WordPress blog posts per week and researched relevant hashtags to drive website traffic
- Implemented social media scheduling tool to simplify the content curation process for Instagram and Pinterest
- Served as on-site point of contact for logistics and supervised subcontractors and vendors at 3 client events

### Defendify

#### Corporate Communications Intern

Portland, Maine

June 2018 – August 2018

- Modernized website layout in Squarespace to enhance user experience as part of a rebranding initiative
- Pitched, researched, and drafted relatable blog posts to convey the accessibility of cybersecurity to customers
- Conceptualized drafts of copy and graphics through arrangement, style, and aesthetic concepts

## LEADERSHIP

### GW Women in Business

#### Marketing and PR Director - New York Trip

Washington, D.C.

May 2019 – November 2019

- Developed social media marketing calendar and produced graphics to promote site visit reveals to Google, L'Oréal, Spotify, and BNY Mellon resulting in a 20% increase in the number of applicants

### Sigma Kappa Sorority Zeta Chapter

#### Vice President of Membership

Washington, D.C.

January 2019 – January 2020

- Presented 8 workshops to 100 people covering recruitment regulations and inclusive practices
- Led team of 5 in the recruitment of 600 participants to enlist 50 new members while adhering to \$5,000 budget
- Produced 5-minute video to showcase chapter values and attract new members with character and ambition

## ADDITIONAL INFORMATION

**Technical:** Adobe Creative Cloud, Squarespace, WordPress, Wix, SurveyMonkey, Eventbrite, NGP VAN

**Achievements:** WayUp Top Ten Intern, Innovate for Maine Fellow, President's Award for Educational Excellence

**Activities:** WRGW Radio Show Host, GW Hatchet Reporter, Sigma Kappa PR Chair, Dyer Library Book Reviewer