

### WORK EXPERIENCE

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#### DIFFERENTIAL, LLC

##### *Marketing Manager Intern*

May 2015-August 2015

- Managed digital marketing and sales - made data-driven decisions, delegated implementation of marketing campaigns, monitored and pushed the marketing timeline, and improved efficiency of the sales funnel.
- Monitored and analyzed website data using Google Analytics to make marketing decisions regarding the company website and digital advertising (Facebook Ads and Google AdWords).
- Developed website for short-term client using HTML, CSS (with Bootstrap), and JavaScript.
- Managed client relations and project management on a \$100,000 web development contract.

##### *Product Manager Intern*

May 2014-April 2015

- Managed product marketing and customer success from acquisition to retention for tech startups.
- Monitored, analyzed, and presented customer data using tools like Google Analytics and KISSmetrics to help make product decisions.
- Presented validation efforts and findings that led to the decision to kill product development.
- Led services sales team by managing two contracted business development employees.

Products: USERcycle (now Astronomer.io), Assistant.io

#### FREELANCE CONSULTANT

##### *Digital Analytics and Advertising Consultant*

August 2015-Present

- Created digital growth plan for a client using web analytics to make digital advertising decisions.
- Presented and executed advertising plan for Facebook Ads and Google AdWords.

#### THE KROGER COMPANY

##### *Corporate Strategic Sourcing Intern*

January 2013-December 2013

- Managed up to 5 department reinvention projects at one time (i.e. Household Needs, Adult Beverage, etc.) which involved coordination between merchandisers, dunhumbyUSA (84.51°), vendors, and designers.
- Managed and directed more than \$100,000 of sourcing materials, equipment, and resources for over 100 different test stores involved in the reinventions.
- Organized pre-bid information, communicated with vendors, led internal calls, and created best practices for the enterprise-wide safety equipment bid resulting in estimated savings of \$1.7 million.
- Communicated new savings programs and ordering information to the expense managers in each division through best practices to ensure that savings were fully executed throughout all 2,500 stores.

### EDUCATION

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#### UNIVERSITY OF CINCINNATI

##### *Carl H. Lindner College of Business*

Graduation: May 2016

- Bachelor of Science in Industrial Management; Minor in Information Technology

##### *Lindner Honors-PLUS Program*

GPA: 3.82/4.00

- One of 25 students per year accepted into the rigorous 5-year, full-tuition scholarship business program.

##### *Study Abroad - Asia*

February 2014-April 2014

- Half-semester professional study abroad to Hong Kong, Beijing, Shanghai, Chiang Mai, and Singapore.
- Visited more than 30 companies including P&G Asia HQ, Unilever Four Acres Singapore, and Nielsen China.

### LEADERSHIP AND INVOLVEMENT

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#### UC CLUB SWIM TEAM

President (2015-2016), Secretary (2014-2015), Founding Member (2012)

#### OBAIS BOARD OF DIRECTORS

Undergraduate Representative (2015-2016)

#### LINDNER WOMEN IN BUSINESS

Peer Leader for Emerging Women Leaders Summer Institute (2013)

#### CWEST WOMEN'S HONORARY

President (2015-2016)

#### SIGMA PHI WOMEN'S HONORARY

Social Chair (2015-2016)

#### OTHER INVOLVEMENT

ROAR Campus Tour Guide, Delta Sigma Pi Professional Business Fraternity, Linder Student Action Team, Women in Technology

### VOLUNTEERING

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#### JUNIOR ACHIEVEMENT

Taught JA curriculum to first-grade students (Spring 2015)

#### WOMEN IN TECHNOLOGY

Taught after-school web dev class at an all-girls high school (Nov. 2015)

#### STARTUP WEEKEND CINCINNATI

Organized Startup Weekend Women with over 30 attendees (May 2015)  
Organized Startup Weekend Cincinnati (Nov. 2015)