

WORK EXPERIENCE

DIFFERENTIAL, LLC

Marketing 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 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

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

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

JUNIOR ACHIEVEMENT

Taught JA curriculum to first-grade students at Chase Elementary in 2015.

WOMEN IN TECHNOLOGY

Teaching HTML/CSS and JavaScript at St. Ursula in November 2015.

STARTUP WEEKEND CINCINNATI

Organized Startup Weekend Women with over 30 attendees in May 2015. Currently organizing Startup Weekend Cincinnati for November 20-22.