

## WORK EXPERIENCE

### DIFFERENTIAL, LLC

#### *Marketing and IT 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 to management 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 WORK

#### *Digital Marketing Consultant*

**August 2015-Present**

- Created digital growth plan for a local life coach using web analytics to make digital advertising decisions.
- Presented and executed advertising plan for Facebook Ads and Google AdWords.
- Designed and implemented website and digital marketing plan for small clothing store in Cincinnati.

### THE KROGER COMPANY

#### *Corporate Strategic Sourcing Intern*

**January 2013-December 2013**

- Coordinated sourcing of up to 5 department reinvention projects at one time (i.e. Household Needs, Adult Beverage, etc.) which involved working with internal merchandisers, and external vendors and consultants.
- 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 nation-wide 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 (Industrial Engineering)
- 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 (Spring 2015)

#### **WOMEN IN TECHNOLOGY**

Co-led after-school web development class to high school girls (Nov. 2015)

#### **STARTUP WEEKEND CINCINNATI**

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

Organized Startup Weekend Cincinnati (Nov. 2015)