

EDUCATION

Southern Methodist University, Cox School of Business Dallas, TX
Master of Science, Management May 2021

Point Loma Nazarene University San Diego, CA
Bachelor of Arts, Psychology; Minor: Non-Profit Business Administration May 2018

- Academic Honors: Summa Cum Laude with 3.92/4.00 GPA; Dean's List every semester;
- Athletic Honors: NCAA DII All American Women's Soccer 2015; Conference Scholar Athlete of the Year 2015

EXPERIENCE

IF:Gathering Dallas, TX
Technical Project Manager November 2019 - Present

- Launching and maintaining apps and website pages on all media platforms for "IF:TV", a weekly livestream and resource library with 50,000 weekly viewers
- Developing timelines, budgets, and plans for large-scale projects, including a company-wide website redesign
- Spearheading growth marketing approach leading to stimulate email open rates, click rates, and campaign success

Event Production Coordinator August 2018 - Present

- Developing and executing strategic plans for fundraising campaigns, exceeding goal by 166% v. YA
- Logistics for events with 3,500 women in attendance and 300,000 women on simulcast: on-stage programming, in-house and live-stream production, breakouts sessions, etc.
- Coordinating speaker and artist communication and logistics for 40+ people at bi-yearly events
- Handling customer service for an audience of 150,000 through email and multiple social media platforms
- Managing key partnership relation, including RightNow Media, IF's leading partner

Point Loma Nazarene University Athletics Department San Diego, CA
Event Logistics Team Lead October 2016 - May 2018

- Selected by Athletic Director to lead a team of 30 employees to handle event logistics and elevate guest experience at ticketed on-campus events. Achieved 127% of target

Love Does San Diego, CA
Internship January 2017 - June 2017

- Reworked communication plan with business partners and customers to strengthen donor relations, boosting donations by 12%
- Assisted in creation of the Dream Big Framework, generating yearly profits by over \$300,000 (+72%)
- Created new program to surpass funding by 12% each year through advertising and social media

LEADERSHIP AND SERVICE

Watermark College Ministry Dallas, TX
Community Group Leader May 2019 - Present

- Lead 10 women college students through leadership development and bible study curriculum
- Recruit students to weekly gatherings at church and delegate tasks to younger/incoming students
- Follow-up with interested students, team members, and ministry supervisors

Point Loma Nazarene University Student Athlete Advisory Committee San Diego, CA
President August 2016 - May 2018

- Surpassed fundraising goal by 150% v. YA by restructuring event strategy. Mobilized the Athletic Management team to support proposal and implementation plan
- Oversaw a team of 30 to establish "Loma Madness", a new event with over 1,500 attendees to grow basketball season attendance and transform fan experiences, increasing season ticket sales by 21%

Point Loma Nazarene University Women's Soccer San Diego, CA
Team Captain August 2016 - May 2018

- Chosen by coaches to lead a team of 30+ student-athletes to promote on-field and in-the-classroom success
- Served as a liaison between athletes, coaches and the athletic department

SKILLS, ACTIVITIES & INTERESTS

Computer/Technical skills: Microsoft Office, Adobe, JIRA/Scrum, HTML, CSS, Java, Wordpress, UX/UI, Keap
Interests: Soccer, running, traveling, and female mentorship