

## education

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- Mar 2019 **University of California, Irvine Extension**  
- Sep 2019 UX and UI Certificate
- Aug 2015 **Washington State University**  
- Dec 2018 BA Business Administration, Marketing  
Minor in Strategic Communication

## skills

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HTML and CSS  
JavaScript  
Photography  
User Research and Personas  
UX/UI Design  
Wireframing

## experience

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- May 2019 **Marketing Coordinator** *Tiny Devotions LLC, Irvine, CA*  
- present  
Create social media and b2b assets, shoot and edit product and marketing imagery. Communicate with suppliers and contact prospective manufacturers for future projects. Design boxes, hang tags, and other miscellaneous products for jewelry packaging.
- Aug 2017 **Marketing Intern** *Student Affairs Marketing, Pullman, WA*  
- Dec 2018  
Managed 3 social accounts and reported analytics in weekly slide deck; increased Instagram following by 70% within three months. Produced and co-hosted two-hour weekly radio show promoting on-campus and community events. Designed digital and print assets for social media campaigns and leadership programming.
- Aug 2018 **Research Assistant** *Center for Behavioral Business Research*  
- Dec 2018 *Pullman, WA*  
Facilitated behavioral research surveys in the general research labs and augmented reality labs. Collaborated with staff and assistants to conduct behavioral research experiments and surveys.
- Jul 2017 **Social Media Coordinator** *FlyTot, Los Angeles, CA*  
- Oct 2017  
Created relevant content topics for Twitter and Facebook; tracked and reported respective analytics weekly. Developed and maintained professional relationships with social media influencers. Assisted in designing promotions and ad campaigns through Facebook and Instagram paid advertisements.

## tools and software

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A/B Testing  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Photoshop  
Adobe Premiere Pro  
Adobe XD  
Constant Contact  
Facebook Ads  
Google Analytics  
InVision  
Qualtrics  
Shopify  
SPSS  
Squarespace  
Webflow

## involvement

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- Aug 2018 **VP of Marketing** *Alpha Kappa Psi, Beta Lambda Chapter*  
- Dec 2018  
Utilized Facebook and Instagram ads to target potential members; increased Facebook traffic by 25% in 4 months. Designed digital and print ads for campus events. Took professional headshots for active members, and captured photos at all events.
- Aug 2018 **Consulting Head** *Beta Lambda Consulting*  
- Dec 2018  
Provided pro-bono business support for local businesses and the community. Performed SWOT/PEST analyses, redesigned business plans for clients. Managed team and coordinated meetings and communication between clients and team.

## awards

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**President's Honor Roll**  
Washington State University  
2017 - 2018

**AP Scholar with Distinction**  
2014, 2015