

EDUCATION

The Ohio State University, Columbus, Ohio | **Fisher College of Business**
Bachelor of Science in Business Administration; Specialization in Marketing

May 2022

EXPERIENCE

Starcom, New York, NY

August 2022- June 2023

Digital Investment Associate

- Manage tactical planning work to issue RFP's, select media vehicles, mapping and negotiating using various platforms
- Steward multiple Samsung device campaigns at a time, which includes daily campaign activation, management, optimization, communication with partners, and post campaign reporting
- Assist with campaign setup and execution including order letters, specs, creative rotation and billing process
- Generate and deliver various media reporting to account teams and internal finance team on scheduled and ad hoc basis

Cowen Prime Services, Iselin, NJ

Summer 2021

Finance Intern

- Sourced approximately 100 leads from internal databases over a 2-month period resulting in \$100,000 of new portfolio funding
- Created a client satisfaction survey in Qualtrics that was administered to all fund clientele.
- Monitored approximately \$150,000 of client portfolio sales through Eze Castle and RealTic.
- Shadowed the Managing Director of Cowen Prime Services to understand the day-to-day responsibilities of wealth management.

Alpha Epsilon Pi Fraternity, Columbus, OH

March 2018- May 2022

Philanthropy Board Member

- Co-planned numerous philanthropic events, including AEPuppies and Jane Strong gatherings for over 800 attendees resulting in approximately \$20,000 in philanthropic donations
- Marketed AEPi philanthropy events through print advertising to a campus population of over 60,000 students

Marlboro Recreation Camp, Marlboro, NJ

Summers 2019, 2020

Counselor

- Co-led a group of 14 pre-teens in a variety of locations including theme parks, museums, water parks, and stadiums
- Assigned daily bus counselor duties to ensure that campers diligently followed all safety protocols while in transit

KinderCare Education, Marlboro, NJ

September 2015- June 2018

Teacher Assistant

October 2016- June 2018

- Specifically picked by a client's family to serve as a personal shadow for a special needs 2nd grader
- Organized and administered daily snacks for a group of 50 mixed ability elementary schoolers

SKILLS

Technical: Prisma, Jira, Campaign Framework, Campaign Manager, Eze Castle, RealTic, Microsoft Office (Excel, Word, PowerPoint, Access), Qualtrics, SurveyMonkey, Social Media (Instagram, LinkedIn, TikTok, Facebook)

Languages: English (Native), Spanish (Conversational)