

## EDUCATION

**Baruch College, Zicklin School of Business, City University of New York**

**New York, NY**

**Major:** Entrepreneurship

August 2022 – December 2025

**Minor:** Communication Studies, General Marketing

**GPA:** 3.4

## WORK EXPERIENCE

**SoundRidge Private Wealth**

**New York, NY**

*Marketing & Graphic Design Intern*

September 2025 – Present

- Design branded marketing materials including flyers, event invites, infographics, and client handouts, ensuring alignment with established brand identity.
- Create engaging visual content for social media and email campaigns to enhance audience engagement and brand visibility.
- Assist in the layout and design of internal presentations and pitch decks while maintaining and refining visual brand guidelines.

**Venture Starters**

**Remote**

*Student Intern*

August 2025 – Present

- Completed an 8-session virtual internship exploring startup development, venture capital, and founder growth strategies.
- Engaged with a community of 100+ founders, investors, and peers to discuss early-stage innovation and entrepreneurship.
- Earned a Certificate of Completion by actively participating in live events and deepening understanding of the startup ecosystem.

**Panera Bread**

**Queens, NY**

*Team Lead*

May 2022 - Present

- Inventory and Operational Management: Oversaw inventory tracking and daily operations training for new employees.
- Customer Service and Communication: Delivered exceptional customer service, managed telephone communications, and supported effective communication between management and staff for a seamless experience.
- Conducted financial transactions, prepared food, and beverage orders to customer specifications.

**Beats by Dre**

**Remote**

*Market Analyst Extern*

March 2025 - May 2025

- Acquired proficiency in consumer behavior analysis through designing surveys and utilizing AI tools for data interpretation.
- Developed expertise in research methodologies and data analytics, enhancing capabilities in marketing and product development.
- Cultivated skills applicable to careers in marketing, product development, and related fields through data analysis training.

## LEADERSHIP EXPERIENCE

**American Marketing Association at Baruch College (AMA)**

**New York, NY**

*Creative Director* | Previous role: Committee Member

October 2024-Present

- Led a team of 7 designers, streamlining workflows and cutting production time by 20% while maintaining high-quality output.
- Designed all promotional graphics and event flyers for AMA, increasing social media engagement by 25%.
- Developed and launched original content series to increase student engagement.
- Proficient in Canva, collaborating with committees to design branded content, merchandise, and communications.

## PROJECTS

**Freelance Marketing & Business Consultant**

**Queens, NY**

*Independent Barbershop Client*

August 2025

- Designed a client acquisition strategy using social media, referral programs, and multiple services.
- Advised on pricing models, loyalty rewards, and membership plans to drive recurring revenue and increase clientele.
- Created a strategic marketing deck and business plan to support long-term growth initiative.

**International Small Business Consulting – Panama**

**Membrillo, Panama**

*Local Business Owner*

April 2025

- Spent time abroad collaborating with a local entrepreneur to develop a new logo, income statement, and promotional flyers.
- Advised on pricing strategy, partnership opportunities, and methods to increase revenue.
- Provided marketing and financial literacy training to support sustainable business growth.

## SKILLS

- *Technical Skills:* Microsoft Office, Google Suite, Proficient in Canva, Adobe Suite, Project management.
- *Soft Skills:* Time management, Communication, Organization, Problem-solving, Teamwork, Leadership, & Analytical.

## CERTIFICATES

- [Google Ads Creative Certification](#) January 2025
- [Google Analytics Certification](#) January 2025