

Education

Saint Joseph's University – Philadelphia, PA – December 2018

Master of Science in Marketing

Specialization: International Marketing

Cumulative GPA: 3.83

Saint Joseph's University – Philadelphia, PA – May 2017

Bachelor of Science in Business Administration

Major: Pharmaceutical & Healthcare Marketing

Awards & Achievements

- **Johnson and Johnson University Case Study Competition:** First Place – April 2017
 - **Walgreens& Bayer Saint Joseph's University Competition:** First Place – May 2016
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Professional Experience

Senior Commercial Effectiveness Consultant | Symphony Health Solutions (PRAHS) – January 2021 ~ Present

- Establishing, maintaining, and growing client relationships by driving client projects and collaborating on project strategies
- Identifying and analyzing data on demographics, preferences, needs & economic factors affecting client organizations, markets and products with respect to patients, prescribers, pharmacies and managed care organizations

Commercial Effectiveness Consultant | Symphony Health Solutions (PRAHS) – January 2019 ~ January 2021

- Understand and leveraged the complexities of patient claims data to make informed commercial effectiveness decisions for Fortune 500 pharmaceutical companies
- Worked with and managed cross-functional teams to ensure effective delivery of actionable insights to all internal and external key stakeholders

Partnership Marketing Intern | QVC – August 2018 ~ December 2018

- Analyzed campaign performances, specifically affiliate channels and generate effective reports that highlight key takeaways from each placement such as profits, click-through-rate and impressions.
- Reviewed upcoming sales and promotions for best deals and send out reports to affiliate publishers containing placements and advertising information.

Graduate Assistant | Saint Joseph's University Graduate Business Office – August 2017 ~ December 2018

- Engaged with prospective and current SJU Graduate Business students.
- Developed PowerPoint slides and graphics to effectively communicate data insights.
- Assisted in staff projects such as developing the department newsletter, creating spreadsheets to help analyze registration data, and manage email campaigns using Slate software.

PMO Operations Intern | LexisNexis Risk Solutions – May 2018 ~ August 2018

- Problem-solved issues and organize information for internal and external use.
- Utilized creative computer skills to compile large, complex files of data into easy-to-use formats for both clients and LexisNexis teams.

Commercial Effectiveness Intern | Symphony Health Solutions – May 2017 ~ August 2017

- Organized and analyzing data in order to provide meaningful and actionable insights on specific projects.
- Developed PowerPoint slides and graphics to effectively communicate data insights.
- Contributed to a major project by analyzing qualitative and quantitative data surrounding specific rare disease market landscapes, in order to predict future market opportunities.

Social Media Analyst Intern | Marketeching Solutions (W2O Group) – June 2016 ~ August 2016

- Maintained the quality and consistency of data from social media offerings, which included bi-weekly, monthly, and quarterly reports used for analysts' revenue generation.
 - Gathered and curated social media data. Troubleshoot data challenges and issues.
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Leadership Experience

- **Pharmaceutical Market Research Group Member – January 2016 ~ Present**
- **Network of Executive Women Philadelphia Chapter – March 2014 ~ Present**
- **Saint Joseph's University Tour Guide – April 2014 ~ May 2017**
- **Saint Joseph's University Orientation Leader – March 2014 ~ August 2016**

Skills and Certifications

- *Machine Learning Expertise*
- *Extensive understanding of the Immunology & Oncology disease space*
- *Microsoft Office, Salesforce, Slate, Prezi, Canva, JMP, SPSS, Tableau & MailChimp*
- *Google Adwords Certifications: Fundamentals, Shopping Advertising & Search Advertising*
- *HubSpot Inbound Certification & RTA Fundamentals Certification*