

CONTACT



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📍 FRESNO, CA

PROFESSIONAL SUMMARY

As a passionate and driven student at Texas Christian University, I am eager to apply my strong communication skills, creative thinking, and strategic mindset to a career in Public Relations. With a solid foundation in PR, social media management, and content creation, I aim to help brands connect authentically with their audiences. I am committed to crafting compelling narratives that resonate with diverse demographics while promoting brand values. My experiences in campus organizations, internships, and collaborative projects have honed my ability to thrive in fast-paced environments.

SKILLS

- Bachelor's degree in Strategic Communication
- Social Media Strategy Development
- Content Creation & Scheduling
- Community Engagement
- Analytics & Performance Tracking
- Crisis Communication
- Cross-Functional Collaboration
- Trend Analysis & Innovation
- Reputation Management

ADDITIONAL INFORMATION

- In 2024, I currently served as a Wise Woman for my sorority, Delta Gamma. Where I helped guide and mentor incoming freshmen, making a meaningful impact on their transition and experience.
- I hold the position in 2024 as the Delta Gamma representative for our 2024 POW-Daze Aspen trip, helping to coordinate and oversee the event.
- I also served as the Social Chair for my grade in Delta Gamma, throughout all of our college years.
- I was also actively involved in several clubs on a day to day basis.

WORK EXPERIENCE

INTERN Sep 2025 - Current

The Creator Society

- Supported influencer partnerships by designing product collages and inserting affiliate links for LTK and Amazon Storefront posts.
- Assisted creators with content organization and post setup to ensure brand alignment and engagement.
- Designed branded social media graphics and promotional materials using Canva.
- Collaborated with the team to brainstorm content ideas and streamline creator outreach and posting workflows.
- Eagerly absorbed new information and honed skills under guidance of experienced professionals.

PANHELLENIC DELEGATE Jan 2025 - Current

Delta Gamma Sorority

- Represented Delta Gamma on the Panhellenic Council, attending weekly meetings to advocate for chapter interests and uphold council-wide initiatives.
- Actively participated in discussions and cast votes on behalf of the sorority, contributing to decision-making across the Greek community.
- Collaborated with delegates from other chapters to promote unity, plan events, and support Panhellenic values and policies.
- Member of TCU Circle of Sisterhood (2024-2027), contributing to philanthropic efforts supporting women's education globally.
- Volunteered through Delta Gamma at St. Paul Lutheran Church to help produce Braille Bibles, supporting accessibility efforts for the visually impaired community.

SALES COORDINATOR - BRAND AMBASSADOR Sep 2024 - Current

Myra Ave

- Boosted online sales by delivering personalized customer service and engaging with clients through digital platforms.
- Utilized e-commerce tools to streamline order processing and enhance the overall shopping experience.
- Organized and hosted pop-up shops on campus, including in the sorority house, to promote brand visibility and build lasting customer relationships.

SOCIAL COMMITTEE CHAIR Aug 2023 - Current

Delta Gamma Sorority

- Planned and coordinated social events in collaboration with fraternities and other sororities, fostering strong inter-Greek community relationships.
- Managed event logistics, including communication, budgeting, and promotion, ensuring successful and well-attended gatherings.
- Represented the chapter in social planning meetings, bringing creative ideas and maintaining a fun, inclusive atmosphere for members.
- Selected as a Wise Woman during sophomore year to mentor first-year members, fostering a welcoming and supportive environment through weekly discussions and guidance.
- Selected as one of two representatives to plan and coordinate Delta Gamma's Aspen Ski Trip (December 2024), assisting with logistics, communication, and trip organization to ensure a smooth and enjoyable experience for all attendees.

ADMINISTRATIVE ASSISTANT INTERN May 2023 - Jul 2024

Insul Flow

- Supported administrative operations by organizing and filing important documents, ensuring accuracy and accessibility.
- Used company software to review and cross-check team members' work for consistency and completeness.
- Assisted with data entry and digital record-keeping to maintain up-to-date internal systems.
- Contributed to a smooth and efficient office environment by helping with various clerical tasks as needed.

EDUCATION

BACHELOR OF SCIENCE - STRATEGIC COMMUNICATIONS

Texas Christian University, Fort Worth, TX
Minor in Digital Culture and Data Analytics