

PROFESSIONAL EXPERIENCE

Prophet

Strategy Senior Associate | San Francisco, CA

Mar. 2019 – Feb. 2020

- *Brand Strategy & Value Proposition, 3D software client:* Repositioned a multi-billion dollar software company to reflect their role as an industry leader; Conducted qual. research with senior execs across industries to understand brand perceptions and preference drivers
- *Brand Strategy, Mobility client:* Rebranded a next-generation mobility company to support in their expansion into a new market; Defined their target segment and developed a persona to bring that audience to life, conducted qual. research across three markets to understand their target's mobility needs and pain points, and developed a new brand positioning, voice guidelines, and messaging pillars
- *Internal leadership roles:* Led our office-wide non-profit initiatives, including Prophet for Non-Profit (P4NP) day, charity auction, volunteering offsite events, and pro-bono consulting; Co-lead our office's Women in Leadership initiative

Strategy Associate | San Francisco, CA

Sept. 2017 – Mar. 2019

- *Value Proposition & Growth Moves, Fortune 100 insurance client:* Helped them articulate the unique value delivered by their Agency business in the Chilean market (Spanish language project); Identified target segments, conducted quant. research (incl. a DCM) to uncover drivers of preference, and packaged a winning combination of growth moves to activate across product design, services, and experiences
- *Brand Strategy, USWNT Players Association:* Launched the lifestyle brand, OOSA, to energize fans, represent the determination, diversity, and progress of all players – past, present, and future, and push for global gender equality in soccer; Monetization of the brand helps offset the union's operating fees; brand won a Transform award for 'best strategic and creative development of a new brand'
- *Brand Architecture, Fortune 500 MedTech client:* Conducted qual. and quant. research (incl. a DCM) with clinicians and health system executives to uncover preference drivers and determine how to best organize, brand, and name their integrated portfolio (after acquisition of another multi-billion dollar medical device company) to drive clarity for customers, growth for the business, equity to the master brand and new capability areas

Strategy Summer Associate | San Francisco, CA

Jun. 2016 – Aug. 2016

- *Innovation & Market Sizing, Fortune 100 Tech client:* Analyzed company research, audited competitive landscape, and researched category to inspire and generate new use cases to help client expand into reality capture; market sized prioritized use case opportunities

Strategy Summer Associate | Atlanta, GA

May 2015 – Jun. 2015

- *Internal Project:* Worked with Prophet's Chief Growth Officer to write a white paper on brand relevance to help shape our thought leadership

3Birds Digital Marketing

Digital Assessments Team Member | Chapel Hill, NC

Feb. 2015 - June 2017

- Evaluated digital presence based on search engine results page, website content and resources, relevancy, and user interface
- Recommended improvements in accuracy, consistency, and content of reputation and social media pages for search engine optimization

PwC, Public Sector Advisory

Management Consultant Intern | Washington, D.C.

Jun. 2015 – Aug. 2015

- Hired as one of PwC's first sophomore interns for a junior-year level management consulting position in the Public Sector Healthcare vertical
- Developed a strategy that allowed client to reduce onboarding process redundancy and more efficiently share information

Human Connections

Social Business Intern | Bucerías, Nayarit

Dec 2014

- Collaborated with local farmer on expanding his hibiscus business into the tourist market through branding efforts; Helped teach "English for vendors" class
- Learned about local development through visits with micro finance institutions, lending circles, women's cooperatives, and other social businesses.

General Mills

Campus Leader | Chapel Hill, CA

Sept. 2017 – Feb. 2020

- Identified talented candidates and assisted them through the application process for General Mills internships and full-time opportunities
- Expanded brand presence by hosting presentations, coffee chats, and info sessions and representing them on campus and at career fairs

EDUCATION

University of North Carolina at Chapel Hill | Kenan-Flagler Business School

May 2017

Major in Economics, Minor in Business Administration, Minor in Philosophy

Cumulative GPA: 3.94 / 4.00, Major GPA: 3.97 / 4.00 | Phi Beta Kappa, Honors Carolina, Dean's List

Undergraduate Learning Assistant for Economics of Gender

Jan. 2017 - May. 2017

- Held office hours to help students with questions related to the material, projects, and quiz/test preparation; Developed practice exam questions

Study Abroad at Universidad Pontificia Comillas – ICADE, Madrid

Aug. 2015 - Dec. 2015

- Spanish courses: Business Strategy, Art History; English courses: Negotiations, Operations, and Marketing

Buckley Public Service Scholar

Sept. 2013 - May 2017

- 300+ community service hours (CEF volunteer, Elementary Afterschool volunteer), 2 academic service-learning courses, and 4 skills trainings completed

LANGUAGES & INTERESTS

Languages: Spanish (intermediate), Javascript, HTML, CSS

Interests: Sofar Sounds, urban hikes, B-corps, Hidden Brain podcast, jump rope, Hamilton, pasta-making (from scratch), travel, city wildlife-watching