

## Education

### The University of Texas at Austin

Bachelor of Science in Public Relations

Minor: Spanish and Business Foundations

Study Abroad: Santander, Spain, Summer 2011

## Experience

### Sprinklr: New York, NY

Enablement Account Executive

Sept 2015 -

Present

- Launch and manage advocacy networks for companies like Verizon, Vogue and FileMaker on the Sprinklr platform
- Create and execute timelines, project plans and product briefs to set and maintain client expectations
- Collect and organized project assets while coordinating team tasks using Asana
- Build reporting dashboards and wrap reports after leading discovery calls to assess clients' KPI's

### Branderati (acquired by Spinklr): New York, NY

Influencer Marketing Project Coordinator

Mar 2014 -

Sept 2015

- Worked with brands to build their own exclusive network for their most socially influential fans
- Strategized and executed client campaigns built on the Branderati platform
- Coordinated efforts for projects pertaining to both clients and the business development team
- Maintained the calendar and organized outreach for new clients with Salesforce
- Drafted pitch decks, wireframes for mock networks, reports and proposals sent via Clearslide

### The Richards Group: Dallas, TX

Public Relations Intern

Sept 2013 -

Feb 2014

- Drafted press releases, decks, social media calendars and status reports for clients including Sub Zero and Wolf, Dallas Marathon, FRAM, Advance Auto Parts and Unequal Technologies
- Tracked and reported print, broadcast and online media coverage with Critical Mention
- Participated in team brainstorming, conducted research, assembled press kits and built targeted media lists using Cision to pitch/follow up with media
- Attended team meetings and intern seminars as well as sit in on client conference calls

### Kimberly Strenk PR: Austin, TX

Public Relations Intern

Jan 2013 -

June 2013

- Contributed to social media strategy for Facebook, Twitter, Pinterest, Instagram, YouTube and blogs
- Wrote personalized media pitches for clients like Bambeco, Blue Avocado and Tints of Nature
- Created reports and spreadsheets for internal use as well as client facing executive reports
- Compiled press kits and media lists while monitoring press and social media through Meltwater

### Nordstrom: Dallas & Austin, TX

Sales Associate

June 2008 -

June 2013

- Trained new employees while meeting selling and rewards goals
- Merchandized and had full knowledge of the floor and the products
- Promoted events, scheduled appointments and assisted with inventory/reticketing

### Dallas Arboretum: Dallas, TX

Event Facilitator

Sept 2008 -

July 2009

- Lead vendors and clients in their set up and was the Arboretum contact for day of event
- Responsible for opening and closing venue and enforcing regulations outlined in client contracts
- Troubleshot crisis' that arose while maintaining client satisfaction

## Skills

- Basic HTML, CSS and Javascript
- Project management
- Research / strategic planning
- Troubleshooting / problem solving
- Client relations
- Copy Writing / Editing
- Microsoft Office Programs
- Sprinklr Certified

## Affiliated Organizations / Achievements

- General Assembly Front End Web Development Certification
- Dallas Texas Exes Young Alumni Committee
- Public Relations Student Society of America
- Texas Lonestars
- Red Bull Best Presentation Award
- Nordstrom 4<sup>th</sup> Quarter 2012 Pacesetter
- Student Government Association