

Undergraduate student pursuing a journalism major with concentrations in advertising and public relations. Proven track record of success in various academic and professional roles, showcasing a strong work ethic and adaptability. Passion for creativity with a desire to contribute innovative ideas specifically within the fields of journalism and business.

EDUCATION

University of North Carolina Chapel Hill, Chapel Hill, NC August 2023-Present

Bachelor of Arts in Media and Journalism

- Awards: Dean's List Fall 2023 and Spring 2024 semesters.
- Member: Carolina Women in Business Marketing Taskforce, Kazi Dance Team
- GPA: 3.778
- Expected Graduation: May 2027

PROFESSIONAL EXPERIENCE

Lead Social Media and Marketing Intern, Airdog USA February 2023-Present

- Produced and distributed content (infographics, videos, blogs, newsletters, press releases), driving a 30% increase in social media engagement
- Led the development and execution of outreach campaigns that increased website traffic and directly contributed to revenue growth
- Analyzed social media metrics and intern-generated content to identify high performing campaigns, scaling the most successful ideas to boost reach by 20%

Social Media Marketing Intern, Ash Nichole Photos August 2022-August 2023

- Implemented strategies that grew social media following, contributing to a 35% increase in post engagement
- Curated and optimized over 100 posts and multimedia assets, achieving improvements in audience interaction
- Assisted in capturing and editing content for brand campaigns, brainstorming visually compelling concepts that aligned with client goals

Head Lifeguard, Mecklenburg County Aquatics May 2023-August 2023, May 2024-August 2024

- Ensured compliance with safety protocols, resulting in a 100% score on safety audits for my facility
- Led a team of 10+ lifeguards, providing daily safety training and managing shift operations

Lead Instructor, Mathnasium August 2021-April 2023

- Tutored 150+ students in mathematical concepts, developing individualized math plans for each student based on specific needs
- Promoted to Lead Instructor, overseeing the management of the student database, and conducting meetings with parents, students, and other instructors to determine optimal program placement

SKILLS

- Instagram, Facebook, TikTok, X (Twitter), LinkedIn, Google Workspace, MS Office Suite, Figma, Adobe Suite, Cap Cut, Canva, Hootsuite, Mailchimp, Attentive, Trello
- HubSpot Digital Marketing Certified
- CPR and First Aid Certified