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Walnut Creek, CA

PROFESSIONAL EXPERIENCE

MARSH MCLENNAN AGENCY
MARKETING ANALYST INTERN   *JUNE 2025*

- Built a five-segment audience framework for each line of business using Salesforce and ZoomInfo data, identifying growth patterns linked to stronger win outcomes and highlighting an untapped opportunity among accounts transitioning between size tiers.
- Co-developed a Data Literacy Program and launched a Q4 Lunch & Learn to capture baseline data skills and initial interest. Gathered insights from a post-session questionnaire with 40+ participants from a 60-person national marketing team.
- Conducted data quality and enrichment research across Salesforce lead and contact records to identify duplication patterns, improve matching logic, and recommend scalable cleanup workflows that support future CRM accuracy.
- Analyzed newsletter audience lists during a large-scale regional transition, mapping recipients to appropriate business units and validating alignment with existing CRM records to maintain accurate communication flows.
- Evaluated usage and engagement trends for ready-to-use marketing assets to inform update priorities, regional adoption support, and content distribution strategy.

ENVIRONMENTAL PRODUCTS & ACCESSORIES
MARKETING COORDINATOR   *SEPTEMBER 2024– JUNE 2025*

- Relaunched social channels after five years of inactivity and applied performance metrics to refine content strategy, driving a 4000% surge in engagement within 90 days.
- Executed targeted HubSpot campaigns using audience segmentation and A/B testing, increasing open rates by 13% and click-through rates by 4%.

EAST TN SPINE & SPORT
MARKETING ASSOCIATE   *NOVEMBER 2022– MAY 2023*

- Analyzed website and blog performance metrics to identify traffic patterns, optimize content, and improve lead conversion.
- Built and tracked a referral pipeline, strengthening 5 dormant partnerships and adding 3 new ones through targeted outreach supported by engagement data.

ARAMARK
MARKETING ASSISTANT   *AUGUST 2018 – MAY 2022*

- Planned and executed on-campus events and promotions while tracking participation metrics to evaluate campaign effectiveness.
- Led a team of 3 interns to produce digital collateral, using performance insights to refine message targeting across

EDUCATION

UNIVERSITY OF TENNESSEE
Bachelor of Arts in Business Management and Administration   *2020*
Master of Science in Data Analytics   *2026*

Inventory Management Database
Shrinking Attention Spans – Digital Media Impact Analysis
Remote Work & Employee Well-Being – NSW Survey Analysis
Customer Reorder Prediction
Academic Risk Detection – Early Intervention System