

EDUCATION

Georgetown University, College of Arts and Sciences | Washington, DC

Aug 2016 - May 2020

B.A. in Political Economy | Minor in Business Administration | McDonough School of Business Entrepreneurship Fellow

- **Honors:** 1st place of 19 teams at MIT Launch Incubator Demo Day Competition, YJDP Correspondents Program Fellow at The Washington Post, 1st Place News Story Columbia University Scholastic Press Association Gold Circle

Cornell University, Customer-Focused Product and Service Design Certificate | Washington, DC

June 2018 - Aug 2018

SKILLS

- **Technical:** Adobe Suite, Google Adwords Certified, Salesforce, Tableau, CSS, HTML, Excel, InVision, Sketch, Webflow, STATA, Minitab
- **Languages:** English (Native Fluency), Spanish (Native Fluency), French (Intermediate Fluency)

WORK EXPERIENCE

Hanover Research | Arlington, VA

June 2018 - Present

Digital Strategy Intern (Remote), Strategy Team

- Audited client onboarding process to decrease outbound communication wait time by 36%, by analyzing Salesforce workflow data
- Developed 4 new automated onboarding emails using Hubspot and Salesforce workflows, leveraging customer data across teams
- Created technical documentation and presentation on onboarding process redesign implementation, presenting at C-Suite briefing
- Acted as a product manager for a team of 5 developers for segmented client portal account setup emails within agile framework

EAB (formerly The Advisory Board Company) | Washington, DC

Oct 2017 - Feb 2018

Content Strategy & Development Intern, New Product Team

- Developed push notification product roadmap for EAB Guide mobile, a student-facing higher-ed counseling management platform
- Created notification engine pilot, identifying 5 pivotal advisor-student interaction triggers by analyzing 1,200+ institutions’ user data
- Managed user reactivation email campaigns for Guide app, crafting Oracle Eloqua AB tests, analyzing 500K+ users’ engagement data
- Generated GoodData user interaction tracking dashboards to optimize notification timings, presenting findings to Director of Product

National Education Association (NEA) | Washington, DC

Jun 2017 - Aug 2017

Enterprise Data & Information Strategy Intern

- Created account record segments, managing data transfer of 3M+ member profiles from legacy CMS platforms to Salesforce Cloud
- Conducted product quality assurance tests for 14K+ organization affiliate accounts, drafting Excel reports for PwC analysts
- Developed internal trainings for administrators to leverage Salesforce Cloud configurations, using Adobe XD and PowerPoint

Beeck Center for Social Impact + Innovation, Georgetown University | Washington DC

Jun 2016 - May 2017

Design Operations Analyst

- Managed paid media budget allocation for Center’s social media audience verticals, designing digital assets and optimizing tagging
- Designed cross-branded assets for 6 research publications in partnership with MasterCard, The White House, and IBM
- Led design identity sessions, creating digital design guidelines for *The Architecture of Innovation* research report collateral

LEADERSHIP & SERVICE

LearnServe International, Head Venture Consultant | Washington, DC

Sept 2013 - Present

- Teaches design thinking, prototyping, web development to cohort of over 70 high school students in DC public schools
- Mentored 3 teams for design of two mobile apps using Sketch and InVision, coaching them through pitch deck development
- Consults for organization’s leveraging of donor network with LinkedIn Sales Navigator in activating leads for strategic growth plan

Georgetown Social Enterprise Institute, Undergraduate Fellow | Washington, DC

Aug 2018 - Present

- Leads social outreach and partnerships for GSEI’s Executive Leadership Program, leading LinkedIn and Twitter alumni engagement
- Manages relationships with Fortune 100 companies’ corporate social responsibility officers with GSEI, drafting program proposals

PROJECTS

HoyaHacks CV-Smith Web App | Washington, DC

Nov 2017

- Designed prototype of app that generates resume bullet language through analyzing job postings, created using Sketch and InVision
- Gathered and analyzed feedback from 70+ students; learning basic mobile development using Swift with engineers on team

MIT Launch Bites iOS App | Cambridge, MA

Jun 2015 - Jan 2016

- Built frontend of college food-sharing app at MIT Launch Incubator, managing product and publishing on Apple App Store
- Analyzed over 200 beta testers’ feedback of app prototype, using InVision to collect interaction data and manage versions