

Education

Georgetown University

Pursuing B.A. in Political Economy
Minor in Business Administration
Anticipated Graduation: Spring 2019

Technical Skills

Illustrator, Photoshop, InDesign, Oracle
 Eloqua, Google Adwords Certified, Sketch,
 CSS/HTML, Salesforce Marketing Cloud,
 SQL, Tableau, R, Webflow

Languages

- English (Native Fluency)
- Spanish (Native Fluency)
- French (Conversational Fluency)

Work

Education Advisory Board (EAB) | Oct 2017 - Feb 2018, Washington DC

Content Strategy & Development Intern

- Designed development roadmap for mobile marketing engine, targeting power and dormant users, integrating split testing systems in Pivotal Moments Engine, developing cross-sectional references to databases in over 1000 schools’ CRM systems
- Conducted user-experience research for Guide mobile app, creating notifications strategy to increase daily active users, driving outcomes for financial-aid, enrollment, and academic tracking, leveraging data points to generate behavior-based messages
- Managed in-app and email campaigns for Guide mobile app, developing A/B tests for content strategy, optimizing messages to increase user retention for reactivation campaigns for 12 schools, with custom messages reaching over 500K students

National Education Association (NEA) | Jun 2017 - Aug 2017, Washington DC

Enterprise Data & Information Strategy Intern

- Led team of Salesforce experts in NEA 360 cloud platform development, reaching over 3M members nationwide, creating comprehensive account record types for tracking and transferring data from legacy systems and individual state systems
- Analyzed product quality assurance tests in six largest states, managing daily reports for PwC infrastructure management analysts regarding record transfer automation rules’ effectiveness in representing 37 record types throughout transfer cycle
- Developed new design systems to manage, edit and maintain account connections between Salesforce products, third parties and affiliates, mapping UI and data infrastructure for reference usage in product development planning for next update

McDonough School of Business, Georgetown University | May 2017 - Sep 2017, Washington DC

Marketing Intern

- Redesigned themes and maintained consistent brand identity for newsletters, informational pieces, brochures, websites, and videos, growing online engagement for Summer Launch Program (SLP) events and surveys in DC entrepreneurial community
- Oversaw, implemented, and evaluated effective social media strategies and campaigns, implementing MailChimp advanced CTR analytics to track unique website links, creating A/B tests to inform copy decisions leading to event engagement pages
- Actively interacted with the Alumni and Community Engagement department, designing print and web marketing collateral based on engagement analytics from various audiences, culminating in record 230 person turnout for SLP Pitch Competition

Beeck Center, Georgetown University | Jun 2016 - May 2017, Washington DC

Design Operations Analyst

- Led digital engagement strategy and content creation for over nine publication releases, increasing organic Twitter impressions to 150K per month, promoting Center initiatives such as GU Impacts program and Data For Social Good series
- Designed collateral for six research publications in partnership with MasterCard, The White House, The MacArthur Foundation and IBM, coordinating cross-branding, resulting Center’s ranking 37th in government technology influencers by Onalytica
- Orchestrated UI/UX development for presidential transition report, “The Architecture of Innovation,” interactive microsite

Leadership

LearnServe International | Sep 2013 - Present, Washington DC

Head Venture Consultant

- Founded school calendar app Currently through Fellows and Incubator programs, teaching lessons to over 300 students
- Drove recruitment and training for mentors in Seeding Social Innovation Program, managing over 70 high school students

Georgetown International Relations Association | Jan 2017 - Oct 2017, Washington DC

Director of Media and Technology

- Directed workflow for web development, digital content, and data management projects for over 500 delegate conference
- Increased website registration CTR by 240%, growing social channel unique impressions by 600% from 10K to 70K

MIT Launch Incubator | Jun 2015 - Aug 2015, Cambridge, MA

Summer Fellow

- Published on Bites iPhone app on App Store, leading UI/UX design and development, directing product management
- Studied lean growth, user experience research, and beta testing management at MIT Sloan, analyzing over 200 beta testers

Interests

- Exploring El Yunque rainforest in Puerto Rico
- Showing underrepresented communities around Georgetown with the Blue and Gray Society
- Taking dramatic portraits of my friends
- Finding new sushi restaurants and coffee shops

Awards & Fellowships

- Georgetown McDonough Entrepreneurship Fellows Program, C/O 2020
- The Washington Post YJDP Correspondents Program Fellow, 2015
- Columbia Scholastic Press Association Gold Circle, 1st Place, News, 2015
- MIT Launch Demo Day Competition, 1st Place in Innovation, 2015
- LearnServe Incubator Pitch Competition, 1st Place, 2015