

EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism & Media | Chapel Hill, NC May 2024

Bachelor of Arts, Media and Journalism, Concentration: Advertising and Public Relations

- Relevant Coursework: Data Models & Inference, Advertising Creative, Ad-PR Research, Media Management & Policy, Advertising Media, Account Planning & Strategy, General Psychology, Decision Models for Business.
- Overall GPA: 3.78

EXPERIENCE

Slamdot | Knoxville, TN August 2024 – Present

Marketing Strategist | Marketing agency providing digital strategy & execution to small-mid sized businesses

- Developed and executed tailored digital marketing strategies to drive growth for a personal portfolio of 18 clients.
- Conducted secondary research to generate key insights during campaign planning and continuously gathered both quantitative and qualitative data to inform ongoing campaign optimizations.
- Developed comprehensive reports on campaign performance, providing actionable insights and recommendations to clients.
- Communicated closely with all 18 clients to proactively identify their needs while serving as their primary point of contact.
- Collaborated with team members to identify market trends, consumer behaviors, and technological advancements.

CareYaya | Durham, NC June 2023 – Aug 2023

Digital Marketing Strategist | A care matching platform that offers pre-health students experience and pay for caregiving

- Implemented weekly strategic ad placement campaigns with targeted Facebook groups to generate new demand.
- Developed and maintained an affiliate website focused on increasing public education of home-care services while achieving the overarching objective of improving CareYaya's brand authority.
- Performed keyword research to optimize website content; achieved 300% increase of winnable industry terms.
- Improved the website domain rating by 45% through iterative backlink and organic keyword creation.
- Utilized SEO software platforms to implement website optimization strategies (e.g. broken link building, reclaim unlinked mentions, comparison website outreach), resulting in a 44% increase of referring domains.

Ride Huck Cycles | Charlotte, NC Dec 2021 – Oct 2022

Marketing Intern & Head of Community Outreach | Rental service for electric motorbikes

- Developed and executed a comprehensive marketing strategy inclusive of online advertising, website optimization, promotional giveaways, grassroots events, and affinity relationships; Set and managed budget/timeline with weekly reports to the CEO.
- Conducted research on the effectiveness of advertising channels (e.g. radio, social media, out-of-home, and Google search) with the target customer segment in Wilmington, NC.
- Developed insightful reports on the customer purchase journey by analyzing QR codes, coupon codes, interviews, & surveys.
- Organized promotional giveaways & community events with three local businesses to drive brand awareness and new leads.
- Synthesized advertising data and customer insights to retrofit the marketing plan for future geographic expansion.

LEADERSHIP

Sigma Chi | Chapel Hill, NC Oct 2020 – Dec 2022

Kitchen Manager and Food Drive Leader

- Organized daily menu and healthy meal schedule for 90+ fraternity members with the Head Chef and Campus Cooks.
- Developed a partnership with Carolina Homeless Prevention Institute (CHPI) to package and deliver surpluses of food to a homeless shelter four times weekly; magnified impact by recruiting other Greek organizations.

Bragg Financial Bootcamp Graduate | Charlotte, NC June 2022

SKILLS

Marketing Skills: Conducting Research, Creative Planning, Data Analysis, Project Management

Leadership Skills: Critical Thinking, Proactive & Professional Communication, Self-Awareness, Adaptability, Optimism

Technical Skills: Google Suite, Ahrefs + Ubersuggest, Canva + Adobe Suite, Microsoft Office, MRI-Simmons