



## Contact

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Aldie, VA

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## Education

University of Miami

B.S.C Journalism May '24

*Minors: marketing, advertising,  
and political science*

GPA: 3.9

*Notable Affiliations*

- Communications Honors Program
- Delta Delta Delta
- Dean's List
- Rome Study Abroad Fall 2022

*Relevant Coursework*

- Advertising Campaigns Capstone
  - Advanced Creative Direction
  - Advanced Graphic Design
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## Skills

- Copywriting
- AP Style
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Canva
- Social Media Management
- SEO (Google certified)
- Google Ad Certification
- Microsoft Office

## Profile

I'm a passionate storyteller and creative with a knack for connecting with people through engaging narratives and eye-catching designs. With a background in Journalism, Marketing, and Advertising from the University of Miami, I combine my love for storytelling with a strong foundation in brand strategy and design. I thrive on the puzzles the creative world throws at me—figuring out what we can make to solve problems that others haven't even considered. I bring a blend of creativity and strategic thinking to every project, delivering results that truly connect.

## Work Experience

### Graphic Design Freelancer, Social Media Manager

Kids First Swim School, *Springfield, Va.*

Jan. 2024, Ongoing

- Designed marketing materials for Kids First Swim School
- Manage social media strategy, content creation, and community engagement on Instagram and Facebook

### Brand Ambassador

Dentsu/MKTG, *Miami, Fl.*

Jan. 2024, Ongoing

- Successfully represented Diageo's Ketel One Vodka brand at South Beach Food and Wine Festival.

### Brand Ambassador

Ayatana XP, *Miami, Fl.*

Dec. 2023, Ongoing

- Successfully represented Poppi, a healthy soda brand, as a Brand Ambassador during a high-profile pop-up event at Art Basel in Miami. Distributed product samples on the streets while educating the public, contributing to increased brand awareness.

### Editorial Intern

Coral Gables Magazine, *Coral Gables, Fl.*

Jan. 2023 - June 2023

- Conducted interviews, wrote articles, and created visually appealing layouts for the magazine, showcasing strong communication, writing, and graphic design skills.
- Attended events and reported on them, providing coverage and demonstrating the ability to gather information and produce engaging content for social media.
- Collaborated as part of a team, contributing ideas, managing social media platforms, and meeting deadlines effectively.

### Barista

Brewbike, *Coral Gables, Fl.*

Jan. 2022 - Sept. 2022

- Collaborated with fellow student leaders to successfully manage an on-campus coffee business, overseeing all aspects from preparation to sales.

### Pool Operator

Guardian Acquatics, *Chantilly, Va.*

May 2022 - Aug. 2022

- Managed and supervised a team of employees to maintain pool safety, prioritizing the well-being of guests and collaborating with corporate leadership.