

## Education

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### CLEMSON UNIVERSITY

Bachelor of Science in Marketing, Minor in Brand Communications

4.0 GPA | Clemson, SC | December 2021

Faculty Scholarship Award Recipient

## Work Experience

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### Account Manager, Chemistry

Atlanta, GA | Oct 2024 – Present

- Manage 15+ client accounts in the commercial, philanthropic, industrial, academic, and lifestyle industries
- Lead cross-team collaboration between Chemistry and clients for website updates, site maintenance, SEO and analytics reporting, content development, and other strategic digital initiatives
- Organize and oversee website projects with attention to detail, while sharing strategic insight, offering objective feedback, ensuring high quality assurance, and promoting efficiency
- Openly approach new clients and projects with a problem-solving mindset, collaborative spirit, and careful consideration of specific budget and timeline requirements

### Brand & Marketing Director, KKRU Pilates Studio & Wellness

Atlanta, GA | Oct 2023 – Present

- Design and promote KKRU's brand identity, reflected across all on-site, print, website, CRM, and social tactics
- Craft branded storytelling, shaping voice and presence through bold visuals, clear messaging, and community-driven campaigns
- Manage a comprehensive business management software and analyze data-driven reports for studio growth and retention

### Brand Manager, Infinitee

Atlanta, GA | May 2023 – Oct 2024

- Managed seven client accounts in commercial real estate, retail development, and health care recruitment
- Researched, developed, proposed, and executed strategies for digital, print, and social media
- Handled all project requests from clients, such as multi-channel marketing campaigns, research initiatives, and data reporting

### Brand Coordinator, Infinitee

Atlanta, GA | Jun 2022 – May 2023

- Planned and executed a 9-month advertising campaign for the 10th and 11th annual South Walton Beaches Wine & Food Festivals
- Developed, executed, and reported on strategic recruitment marketing tactics for two large health care companies
- Assisted brand managers with projects and organization of 10 client accounts

### Junior Creative Coordinator, Havas Media Group

Barcelona, Spain | Jan 2022 – Apr 2022

- Edited print and digital marketing materials for Spanish clients
- Created social media content and branded iconography for eight consumer product companies
- Communicated and collaborated with colleagues in Spanish

### Graphic Designer, Cadency Student-Led Agency

Clemson, SC | Jan 2021 – Dec 2021

- Designed logos, website mockups, email newsletters, and flyers for the Rutland Institute for Ethics 20<sup>th</sup> Anniversary
- Researched, pitched, and planned video promotion ideas for Vapor Apparel

## Internships

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### Marketing Intern, Pearce Center for Professional Communication

Clemson, SC | Jan 2020 – Dec 2021

- Managed three client and intern teams, designed and edited two annual UPIC magazines, established and developed the Clemson Tiger Tales brand, strategized and proposed social media campaigns, and wrote/edited online articles and email newsletters

### Corporate Communications Intern, BMW Manufacturing Co., LLC

Greer, SC | May 2021 – Aug 2021

- Assisted the annual planning and hospitality efforts of the BMW Charity Pro-Am Golf Tournament, designed and edited department newsletters, refreshed digital and print collateral, and researched and proposed event venues to Senior Management

### Public Relations Intern, CreativeMktGroup

Richmond, VA | Apr 2020 – Aug 2020

- Contacted 100+ local businesses to write and edit 38 feature blog articles, assisted startup branding processes, and planned virtual/online business development events

### Field Sales & Marketing Intern, Techtronic Industries

Richmond, VA | May 2019 – Aug 2019

- Utilized consultative, value-selling tactics to build trusting relationships with customers, conducted field research, optimized in-store purchasing journeys to drive sales, loyalty, and engagement, and pitched new product presentations to company management

## Skills

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Adobe Illustrator, InDesign & Photoshop | WordPress | Wix | Squarespace | Phenom | Campaign Monitor | Mailchimp | Google Analytics | Microsoft Office Suite | Monday | Mariana Tek | Xplor Growth | Spanish | French | Virginia Boating Safety License