

## PROFESSIONAL ORGANIZATIONS

**Public Relations Society of America (PRSA)** – Philadelphia Chapter  
**Temple University Young Alumni Association**  
**St. Jude School Alumni Committee**, Founding Member

## EMPLOYMENT AND INTERNSHIP EXPERIENCE

### **The Curated Closet**

#### **Digital Marketing & Social Media Specialist**

Pipersville, PA

July 2020 – Present

- Manage daily activity on Social Media platforms (Facebook, Instagram), interacting with customers and creating/managing social content calendars for daily posts
- Track, analyze, optimize and report on social media programs using Google Analytics to help meet campaign objectives
- Work alongside the CEO to launch and oversee marketing campaigns from start to finish
- Coordinate with local businesses to create cross-promotional partnerships and brand awareness within the community
- Create marketing and advertising content using digital graphics in Canva and Adobe Suite Software
- Photographing models and new inventory for promotional campaigns, generating over 3,000 clicks per week

### **Saint Jude Church**

#### **Freelance Video Producer**

Chalfont, PA

March 2020 – May 2020

- Produced and edited multiple weekly spiritual reflection videos for the parish social media and website.
- Generating over 300 views per day for videos from the e-newsletter advertising

### **Ardent Credit Union**

#### **Content Marketing Intern**

Philadelphia, PA

May 2019 – Present

- Research, report and write blog articles, white papers, social media posts and video scripts in the Ardent brand voice
- Contribute to the planning and execution of the youth editorial calendar across multiple digital platforms
- Develop content that appeals to members and drives traffic, while highlighting Ardent products, internal expertise, and events
- Assist at all marketing events, by distributing Ardent promotions and information
- Contribute ideas for new marketing campaigns and event planning needs

### **Saint Jude Catholic Education Center**

#### **Marketing & Communications Intern**

Chalfont, PA

Nov. 2018 – May 2019

- Developed and published social media advertisements for fundraising campaigns
- Created and maintained a database of over 400 benefactors and 1,000 alumni
- Edited and distributed electronic and hard copy newsletters sent to over 1,200 current school families and alumni
- Assisted in video editing for marketing and advertising initiatives

**SKILLS** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, WordPress, Facebook, Instagram, Twitter, Canva, DSLR Cameras, Adobe Lightroom, Constant Contact, iMovie, Medical Transcription, Data Entry, Adobe Photoshop, Adobe Premiere Pro, Adobe InDesign, Blog Writing, Copy Editing, APA Style Writing, Content Creation, Interviewing, Reporting

**CERTIFICATIONS** Microsoft Word 2013, Microsoft Excel 2013, Google Analytics, Adult & Child CPR & AED, Standard First Aid

## PUBLICATIONS

**Temple University's 27th Annual Symposium for Undergraduate Research and Creativity**  
Research Panelist  
Virtual, April 13-14, 2020

**Exploring Children's Media: Content, Uses, and Effects**  
"Chapter 17, Meme Culture and the Effects on Youth"

Book Contributor

## EDUCATION

**Temple University, Klein College of Media and Communication**, Philadelphia, PA  
**Bachelor of Arts in Communication Studies, Communication and Entrepreneurship**, May 2020  
**Minor:** Healthcare Management  
**GPA:** 3.45/4.0  
**Dean's List**