

## EDUCATION:

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### **Georgetown University**

**2022 - Present**

M.S. Integrated Marketing Communications

### **James Madison University -**

**2021**

B.S. Interactive Media & Design: General Business & Human Resources (Minor)

### **Tau Kappa Epsilon Fraternity**

Philanthropy Chair

## SKILLS

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- HTML
- CSS
- Github
- Adobe Suite
- Ecommerce
- Social Media
- Salesforce
- WordPress
- Unbounce
- Wix
- Myleadtracker

## CERTIFICATIONS

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**2017 - 2020**

- Hootsuite Platform and Social Media Certification
- LinkedIn Learning Story Telling
- Axure RP for UX Design
- Interaction Design Foundations

References listed on E-Portfolio

## WORK EXPERIENCE:

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### **Marketing Coordinator June 2021 - Present**

*Carahsoft Technology Corporations*

- Produce marketing plans in conjunction with management team
- Create and coordinate onsite and online events, communications, advertising and collateral development and edit press release content
- Execute tactical and creative marketing projects utilizing a variety of skills and mediums
- Coordinate and conduct informational webcasts, utilizing organizational skills to work with speakers, distribute content and liaise with sales for post event lead follow-up
- Develop and maintain strong relationships with NVIDIA to maximize the ROI of dual marketing projects

### **Madison Union Event Services Media Specialist Sept. 2020 - May 2021**

*JMU Student Life and Involvement Office*

- Operated and steward the audio-visual equipment and venues
- Worked in a fast paced, flexible environment
- Ensured students, staff, and the community events were set up and proceed as planned
- Trained newly hired staff as requested by supervisors
- Established production standards; evaluated requirements for production such as logistical concerns, type of equipment required, and cost effective procedures
- Consulted with clients to determine media production needs; advised clients regarding various aspects of media design, development and use of media, and media presentation; develops media project goals, objectives, and production

### **Web Design Project Manager and Consultant Aug. 2020 - Aug. 2021**

*Bizlab Student Technology Development Team E-commerce, Google Reviews, Salesforce*

- Provided local businesses with web development, graphic design, and other digital services
- Designed websites, graphic designs (logos), social media, and other branding products for customers
- Gained experience with real customers who owned & managed private small businesses, through personal consultations
- Worked with non-profit agencies to understand their advertising and promotional needs
- Softwares used: Wix, Adobe Creative Cloud, Canva, Microsoft Teams, WordPress, E-commerce, SquareSpace

### **Marketing Intern/Assistant May-August - Summer 2020**

*BQ Basement Systems*

- Researched, managed, and modified print campaigns in emerging markets.
- Managed Social Media platforms, created and updated content
- Assisted in launching campaigns to grow commercial sales.
- Problem solved and assisted in switching data software from **Unbounce, Angie's list, Lead Bank Audit, Home Advisory, Facebook, Instagram, Canva, Constant Contacts, E-commerce, Google Reviews, Salesforce**