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EDUCATION

M.S. Advertising | Boston University
Expected August 2023

**B.S.B.A Marketing & Management
Graphic Design Certificate**
Shippensburg University
Wood Honors College
May 2022

ACADEMIC LEADERSHIP

Grad Teaching Assistant COM 101
Boston University
August 2022 - Present

- Teaches review session to a group of 25 students to review material.
- Grade students work and provide feedback.
- Liaison between students and professors for academic study.

President of Reach Out
Shippensburg University
August 2021 - May 2022

- Designed and executed monthly fundraisers to raise funds for The Pathways of Learning School in the Dominican Republic.
- Created and managed Amazon wishlist for school supplies where I raised \$3,000 in donations.
- Raised \$6000 from club fundraisers to supply the school with 6 new laptops.
- Designed and orchestrated 2 newsletters for club alumni.

Honors College Executive Board Chair
Shippensburg University
August 2020 - May 2022

- Met monthly with the student executive board to plan Honors events & recruitment.

SKILLS

Research • Presenting • Creative Briefs • Collaboration • Leadership • Content Creation • Social Media • Adobe Creative Suite • Canva

EXPERIENCE

Director of Strategy | Adlab Boston University
January 2023 - Present

- Oversees strategists on 4 client teams: Hill Holiday, ASICS, Spiffy Bin and Soul Good Confections.
- Advises teams to execute brand campaigns.
- Collaborates with Directors of Strategy to evaluate brand audits and creative briefs.

Marketing Associate | Merit Harrisburg, PA
June - December 2021

- Collaborated in weekly team meetings to contribute to new-idea generation and brainstorming.
- Developed monthly social media content and posting schedules for 5 campaigns across various platforms.
- Assisted the Account Management Director on key projects for 5-6 clients.

Conference Intern | National PLAN Alliance
September 2018 - June 2020

- Promoted online ticket system and conference app and set up both systems to meet participant needs and conference goals.
- Created and managed NPA social media pages on various platforms to help attendees get information.
- Engaged sponsors and clarified questions to assist in securing 10 company sponsors.

PUBLICATIONS

Write the Ship

- "The Hidden Truth About Tourism & The Dominican Republic," 2020.
- "Ben & Jerry's Brand Assessment," 2021.
- "Music's Impact on Memory & Advertising," 2021.

ACADEMIC PRESENTATIONS

National Collegiate Honors Conference
September 2020

"Expanding Hearts and Minds: Honors Service-Learning Abroad"