

EDUCATION

FLORIDA STATE UNIVERSITY

Graduated May 2023

Cum Laude

B.S. in advertising and minor in general business

STUDY ABROAD

Summer of 2022 I studied communications abroad while in London. I was able to gain new experiences, and I learned about how different cultures communicate

AWARDS AND HONORS

2021

MEMBER OF AMERICAN ADVERTISING FEDERATION

Includes members across all disciplines and career levels in advertising. the AAF helps advance careers, build connections, and celebrate the advertising industry.

2019

BRIGHT FUTURES SCHOLARSHIP

Awarded 100% tuition from the state of Florida by achieving a GPA over 3.5, SAT over 1290, and over 100 hours of community service.

SKILLS

PROFESSIONAL

- Adobe Photoshop
- Adobe Illustrator
- Microsoft Word
- Microsoft Excel
- Social Media
- Graphic Art Software

WORK EXPERIENCE

Jacksonville Jaguars

2023-

MARKETING INTERN CONCERTS AND EVENTS

Present

- Assist in developing marketing strategies, including conducting market research, analyzing target audiences, and brainstorming.
- Manage and curate content on various social media platforms and track analytics.
- Contribute to the creation of compelling marketing content, including writing copy and designing creative assets.
- Provide on-site marketing support during concerts and events.

Jim Moran College of Entrepreneurship

2022-

MARKETING INTERN

2023

- Collect data on various universities to support marketing strategies.
- Support the marketing strategies planning and execution phases.
- Create assets for various social media sites to grow brand awareness.
- Collaborate with various industry professionals.

FSU Advertising Club

2022-

DIGITAL COORDINATOR

2023

- Attend bi-weekly exec board meetings to brainstorm for the upcoming meetings and events.
- Create various posts for social media, and create bi-weekly slide decks for member meetings.
- Communicate and facilitate relationships with advertising agencies.
- Maintain and regulate social media sites as an admin.
- Create a posting schedule for all social media posts.

The Brag House

2020-

GRAPHIC DESIGN/ MARKETING INTERN

2022

- Participated in multiple remote marketing and production/design calls weekly to connect with other interns and full-time employees.
- Created unique digital works specific to Brag House and the brand's style guide.
- Analyzed data from various social media channels, and created appropriate marketing strategies.
- Communicated with brands to create campaigns for social media and in-person events.
- Collaborated with team members in production, public relations, video, marketing, and design. Allowing me to become more educated in the various Fields