



## SUMMARY

Type-A communications professional with a global mindset, passionate about intercultural connection and creating meaningful brand experiences. At the intersection of coordination, digital strategy, community engagement, and creative content, I thrive in spaces that connect people and drive impact.

## EXPERIENCE

### SOCIAL MEDIA COORDINATOR

Shift Happens Volunteers || November 2025 – Present

- Digital asset management, social strategy, develop & implement content calendar for three month campaign.
- Use organic & paid social to target volunteers for the Envision Festival 20206 work exchange program.

### NEW BUSINESS INTERN

22 Squared || June 2024 – August 2024

- Conducted predictive research and tracked prospective client communications on Business Development Team
- Collaborated with 22's PR partner on award submissions, agency news, and long-term agency social strategy
- Developed & presented an original campaign aimed at reviving a dying brand, placed first

### LEASING AGENT

Landmark Properties: The Metropolitan Tallahassee || Sep 2023 – May 2024

- Developed leads and maintained consistent follow up via call, text, email & in person meetings
- Contributed to (new dev) property social media content, marketing efforts, and promotional event planning

### PROJECT MANAGER & EXTERNAL COMMUNICATIONS

FSU Arrowhead Advertising NSAC Team || Sep 2023 – May 2024

- Used data driven insights to contribute to a fully integrated ad campaign for Tide as a Strategy Team member
- Lead social media fundraising (+6.1% reach, +13.7% impressions, +70% engagement) & blog content

### DIGITAL TEAM CREATIVE DIRECTOR

Strike Magazine || May 2023 – May 2024 [Asst. Director 2022-2023]

- Designed shoot galleries for Strike Magazine Blog and StrikeMagazineTHL Instagram and YouTube
- Managed an 18-member digital team, directors' schedules & shoot budgets to produce 10 shoots each semester

### WEBSITE DESIGNER

Journeys By Grace Global Missions || May 2023 – Jul 2023

- Developed a new website, start to finish, while building a story around the organization and their values
- Worked with organization's founder to focus its initiatives and develop donation channels

### MARKETING INTERN

Save Our Seabirds || May 2023 – Jun 2023

- Developed print materials and web pages for the planned giving prog, volunteer prog, and newsletter
- Developed a social strategy and 1 month of content, which increased account followers, views, and engagement

## EDUCATION

### FLORIDA STATE UNIVERSITY

Bachelor of Science in Advertising

- Minor: Italian Studies [First Year Abroad 2021-2022]
- Undergrad TA for Desktop Multimedia course

## SKILLS

Square Space

Word Press

Wix

Mail Chimp

Canva

Procreate

Adobe Photoshop

Short Form Editing

Social Strategy

Project Coordination

Sirvoy Bookings

Airtable