

## Work Experience

### **Public Relations Manager, State of Fifts**

*East Lansing, MI*

MAY 2021 - MAY 2024

- Content creation for social channels (paid and organic) using Canva, Adobe Photoshop & Illustrator, and Final Cut Pro, plus 2 years of management experience supervising a new social media coordinator position
- Planned, executed, and publicized live music events and collaborative gigs/partnerships. Responsibilities included scouting and booking performance venues, coordinating with vendors to book lighting and sound equipment rentals, staffing any necessary production/crew roles, tracking expenses and sticking to a budget, creating and distributing memos and schedules, and wrangling talent and any guest performers
- Built & managed Wix website (graphic design, UX, SEO), along with monitoring music streaming platforms
- Designed promotional merchandise and coordinated with sponsors to set up merch tables for each event

### **Marketing Intern, Oetee** *Chicago, IL*

MAY 2023 - AUG 2023

- Created engaging social media content for Instagram and Tik Tok to increase brand awareness, promote services, educate on industry terminology, and display company culture/personality
- Assisted with experiential marketing strategy and consumer behavior insights for event planning, pop-up campaigns, and commercial interior design work for clients
- Supported construction and design staff by assisting with hands-on crafting, construction, and fabrication work for sets, events, storefronts, and trade shows whenever necessary

### **Student PR/Marketing Practitioner, Martin Waymire** *Lansing, MI*

MAY 2022 - MAY 2023

- Worked on 12+ client teams across 8+ different industries (including public policy, entertainment, healthcare, education, hospitality/tourism, and more) (B2B and B2C), focused on media relations and digital marketing
- Created engaging organic and paid social media content from development to execution tailored to each platform, managed influencer campaigns (from identification to contract negotiations to content approvals), conducted community management, and tracked social analytics
- Engaged in earned media efforts with effective written and verbal communication skills: wrote press releases and op-eds in AP Style, made pitch calls, built contact sheets, planned press conferences, communicated with reporters, and tracked media coverage in Meltwater
- Developed crisis communications plans and managed brand reputations using strong attention to detail, strategy, and interpersonal skills in client-facing roles

### **Marketing/Communications Assistant, Burgess Institute** *East Lansing, MI*

MAY 2021 - MAY 2022

- Interviewed entrepreneurs to write copy & create visuals for social media content creation, press, and web
- Co-hosted & co-produced the *Hatchcast* entrepreneurial podcast, including 2 executive produced episodes
- Project management for events including speaker panels, brand partnerships, and pitch competitions

### **Sales Associate & E-Commerce Assistant, Retail Therapy** *Lansing, MI*

APR 2021 - MAY 2022

- Assisted customers with shopping needs and styling requests, worked the cash register, and maintained cleanliness and organization of the luxury womenswear boutique
- Managed the e-commerce retail platform through photographing and editing clothing and accessory product photos, building visual/written content for web/social, and fulfilling online orders

### **Operations Intern, Deviate Designs** *Detroit, MI*

JAN 2021 - MAY 2021

- Developed, pitched, and executed the marketing campaign for "Don't Sleep On Detroit" clothing collection (which became the brand's highest performing collection) (included concept development, consumer research, setting quantitative goals/KPIs, moodboard creation, photoshoot creative direction)
- Designed the Fall/Winter 21-22 "Miraculous Journey" collection's press kit packaging (using ProCreate, Adobe Illustrator & InDesign) and strategized distribution for influencer and gifting campaigns
- Designed eye-catching graphics with the Adobe Photoshop and Illustrator for promotional use on web/social

### **Social Media Intern, Mature Look Menswear** *Detroit, MI*

DEC 2020 - MAR 2021

- Developed social media marketing strategies and created engaging digital content tailored to each platform
- Built weekly content calendars on Sprout Social, and tracked social analytics using Microsoft Excel
- Project management of promotional campaigns, liaising with fashion influencers and brand ambassadors

## Education

### **Michigan State University** - Bachelor of Science, Advertising Management

*East Lansing, MI*

MAY 2024

Honors College | *Minors*: Graphic Design, Entrepreneurship & Innovation*Involvement*: Women in Advertising & Communications (President), State of Fifts A Cappella (PR Manager), VIM Magazine (Print Photographer: Fashion, Beauty, & Lifestyle)