

EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, May 2024 <ul style="list-style-type: none">Relevant Coursework: Brand Management, Consumer Behavior, Digital Marketing Strategy, Advertising	Nashville, TN
	THE UNIVERSITY OF ALABAMA Bachelor of Science in Commerce and Business Administration, May 2023 Major: Management; Minor: Diversity, Equity, and Inclusion <ul style="list-style-type: none">Honors: <i>summa cum laude</i>, GPA: 4.0Created and received approval for the first minor degree in Diversity, Equity & Inclusion to be offered.Order of Omega (2022- 2023), Capstone Scholarship Recipient (2019-2023), UA Honor Roll (2019-2023)	Tuscaloosa, AL
EXPERIENCE	TASTEBUDS <i>Marketing Strategy Intern</i> Spring 2024 <ul style="list-style-type: none">Conducting and crafting market research to define the optimal target demographic for an early-stage app.Facilitated multiple focus groups gathering key insights to elevate the overall app experience.Partnered with app founder to develop and curate investor pitch deck to raise capital.	Nashville, TN
	UNITED STATES TENNIS ASSOCIATION <i>Marketing and Diversity & Inclusion (D&I) Internship Program</i> Summer 2022 <ul style="list-style-type: none">Collaborated with marketing managers and creative services team in developing a detailed marketing plan and assets for the USTA National Campus.Assisted in the design and development of National Campus internal communications, including print collateral, email campaigns and social integration.Supported D&I team in conjunction with the Marketing department in various projects ranging from photo/ video shoots, sales development, and US Open special events planning.	Orlando, FL
	ONEPULSE FOUNDATION <i>Event and Operations Internship</i> Summer 2021 <ul style="list-style-type: none">Managed social media, supported DEI education, fundraising and merchandising. Internship term was during 5-year remembrance week and helped to honor the victims and survivors at onePULSE events.	Orlando, FL
	THE CULVERHOUSE COLLEGE OF BUSINESS <i>Marketing Consultancy Internship</i> Summer 2021 <ul style="list-style-type: none">One of four students selected to assist a regional small business, Dizzy Dean's. The selected team collaborated with the business owners, conducted market research, and jointly developed a marketing and communications plan.	Remote
	THE UNIVERSITY OF ALABAMA <i>Diversity, Equity, & Inclusion (DEI) Committee</i> 2020-2023 <ul style="list-style-type: none">Served on a recently formed committee of 29 members that worked towards the common goal of opening the minds of our peers through workshops, cultural appreciation exchanges, genuine conversations, and an education series with keynote speakers.	Tuscaloosa, AL
LEADERSHIP	ZETA TAU ALPHA, THE UNIVERSITY OF ALABAMA <i>Philanthropy Committee Member ('19-23) / VP of Philanthropy ('20-21)</i> 2019-2023 <ul style="list-style-type: none">Led a chapter of 450 women, managed a committee of 50 volunteers, and a \$1.6 million budget.Raised more than \$100k annually towards Breast Cancer Education and Awareness.Organized and managed 4 signature events, including serving as the event chair for a 2,000-attendee event and collaborated with local businesses to enhance community outreach.	Tuscaloosa, AL
	ZETA TAU ALPHA, THE UNIVERSITY OF ALABAMA <i>Assistant New Member Education Chair ('20)</i> 2020 <ul style="list-style-type: none">Mentored over 150 new members and helped build relationships through a series of weekly events/ programming.	Tuscaloosa, AL
ADDITIONAL	RIVER PITCH ENTREPRENEURSHIP COMPETITION <i>2022 Prize Recipient</i> <ul style="list-style-type: none">Winner of the River Pitch Entrepreneurship Competition. Crafted a full business plan to present to a panel of judges and answered questions regarding product proposal. Resulting in a \$1000 prize to kickstart business efforts.Certified in Google Analytics Proficient in Microsoft Office Suite & IBM SPSSInterests: Running half-marathons, Mediterranean cooking, international travel, Billy Joel	Tuscaloosa, AL