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Education

Bachelor of Science,
Integrated Marketing
Communications | **GPA: 3.6**
Ithaca College, Roy H. Park
School of Communications
Minors, Live Event Design
and Management,
and Communication
Management and Design
Expected May 2022

Skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Leadership
Management
Marketing
Microsoft Office
Organization

Relevant Coursework

Strategic Communications
Meeting & Event Management
Presentation & Graphic Design
Principals of Marketing
Consumer Behavior
Copywriting & Art Direction
Strategic Planning for Advertising
Live Events and Society

Awards

Rod Serling Scholarship
2018, 2019, 2020, 2021
Peggy Ryan Williams Award
for Academic and Community
Leadership, 2021
Bryan Roberts Award, 2020
United Martial Arts Center-
Black Belt, 2014

Experience

Event Intern

VIJON | May 2021 - Present

- Supports senior team on various projects ranging from influencer dinners and experiential parties, to fashion shows, trade show activations and retail pop-ups
- Assists team in all tasks for pre-production, production and post-production
- Explores new trends and influences to elevate the client's events

Director of Marketing

Ithaca College Senior Executive Board | May 2021 - Present

- Designs and creates marketing materials for the IC Us Together Senior Class Cabinet campaign and promotes events created by the Executive Board
- Serves as the connection between the Class of 2022 and Board of Directors via social media

Co-Event Chair

Ithaca College Senior Week | November 2020 - Present

- Creates and executes activities for the Senior Class for the week prior to graduation
- Coordinates closely with Senior and Junior Event, Marketing, and Finance Chairs
- Remodeled long standing events to maintain CDC guidelines to ensure safety

Director of Production

National Student Advertising Competition | February 2021 - May 2021

- Oversaw team to produce final presentation deliverables for AAF's NSAC
- Collaborated closely with directors to ensure one tone for the final campaign
- Utilized Adobe After Effects, InDesign and Photoshop throughout the project

Teaching Assistant for Advertising Copywriting & Art Direction

Ithaca College | January 2021 - May 2021

- Tutored students in the Adobe Creative Suite programs, such as Adobe Illustrator, Photoshop, Dimension and InDesign during class and office hours
- Worked with Professor to ensure student success for comprehending learning objectives

Health & Safety Officer/Consultant

180 Degree Consulting - Ithaca College | January 2020 - May 2021

- Participated in student-run agency that assists nonprofits to achieve their projects and goals
- Assisted organizations by developing marketing plans, strategies and brand identities
- Improved online and social media presence and created a more cohesive brand image

Events Assistant/Bridal Attendant

The Briarcliff Manor | May 2019 - March 2020

- Organized and assisted in coordinating layouts of events to satisfy customers requests
- Communicated with clients and vendors prior to, during, and after events
- Worked closely with the Director of Events to ensure an efficient and memorable event

Production Crew

Ithaca College Television | September 2019 - March 2020

- Set Designer, Pop Access
- Graphic Designer & Floor Manager, ICTV News
- Social Media, Fake Out

Campus Center Programming Intern

Ithaca College | July 2019 - December 2019

- Fully designed, planned, marketed, and executed Campus Center events
- Created marketing material for future events while using the Adobe Suite
- Collaborated closely with Campus Center Events Board Members