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EDUCATION

MAY
2020

UNIVERSITY OF MIAMI CORAL GABLES, FL

Bachelor of Science in Communications
• Broadcast Journalism Major, Marketing and Sports Administration Minors

EXPERIENCE

AUG. 2020-
PRESENT

DM MERCHANDISING, INC., SOCIAL MEDIA ASSOCIATE Chicago, IL.

- Developing social media campaigns in support of line of business objectives
- Coordinating, and operating as the project manager on large-scale brand campaigns
- Drove insights and analysis that fuel social media campaigns
- Overseeing content creation and creative developments

MAY 2020-
PRESENT

TRANSITION SPORTS & ENTERTAINMENT, ACCOUNT COORDINATOR Chicago, IL.

- Directing marketing and public relations strategy for clients at a strategic marketing agency
- Managing client assets, developing creative content on a daily basis for specific social audiences
- Overseeing business development tactics, including creating and distributing proposals and contracts
- Producing weekly cross-platform podcast for audio and YouTube distribution

AUG. 2018-
MAY 2020

UNIVERSITY OF MIAMI ATHLETIC DEPT., DIGITAL STRATEGIST Coral Gables, FL.

- Used social media analytics software to evaluate the performance and effectiveness of digital campaigns
- Launched and hosted the Miami Minute bi-weekly Instagram TV show
- Developed creative promotions and content on Instagram, Facebook, YouTube, and Facebook reaching 1M+ fans across all platforms

JUNE 2019-
AUG. 2019.

SPORTSNET NEW YORK, SUMMER INTERN New York, NY.

- Produced content optimized for SNY's social and digital platforms, reaching thousands of fans daily
- Screened/logged games, press conferences, interviews and taped programs to prepare for editing
- Assisted producers in the control and edit rooms

JUNE 2018-
AUG. 2018

FOX 32 NEWS, SUMMER INTERN Chicago, IL.

- Completed field research, helped photographers run interviews, practiced stand ups, wrote scripts and used social media to engage a large audience
- Experienced Chicago news in the early mornings and late nights by accompanying reporters and photographers at sporting events, press conferences and in breaking news situations

FEB. 2018-
FEB. 2020

SOCIAL MEDIA CONSULTANT Coral Gables, FL.

- Managed social media accounts for MLB network on-air talent, Scott Braun
- Assisted in creating content, brand partnerships and increasing general brand awareness

SKILLS & PROFICIENCIES

- Adobe suite
- Microsoft Office
- Conviva
- ENPS and iNews
- Social Media Management and Strategy
- Google Ads Certifications (Ads Display, Shopping Ads, Ads Search, Ads Video)
- Experience working with high caliber talent