

PROFILE

People-focused and globally minded, I am an adept communicator and analytical thinker. My skills include content and digital marketing, influencer engagement, client and competitor research, brand messaging and social media strategy across earned, owned and paid channels. Driven by curiosity and passion, I seek to work with brands to authentically connect with their key stakeholders and achieve their business goals.



EXPERIENCE

DIGITAL & CONTENT MARKETING INTERN

Golin Dallas | July - December 2016

- Produced creative content, developed social strategies and articulated brand voice
- Monitored social media engagement between brand, influencers and audience
- Conducted in-depth research on clients and competitors; generated real-time insights
- Built and maintained detailed media and influencer lists, leveraging Cision, SMMS and Sysomos
- Analyzed performance of social posts through weekly and monthly metrics reports
- Clients: Texas Instruments, Cisco WebEx, Wireless Power Consortium and Afterschool All-Stars

SOCIAL MEDIA MANAGER

DeuxSouth Branding and Design Firm | Spring 2016

- Developed weekly social content and creative concepts for clients
- Produced photography and graphics for Instagram, Facebook, and Twitter channels
- Shot product photography for Civic Line Coop.

SOCIAL MEDIA & MARKETING INTERN

Baylor Campus Recreation | Spring 2016

- Produced and published engaging content for website redesign and social media
- Communicated a strategic message through photography and design, using Adobe Suite

MANAGEMENT & MARKETING INTERN

H-E-B | Summer 2015

- Organized a new store event, with the goals of selling product and developing community contacts
- Presented my independent marketing project to top leadership

INTERN

Bell County Museum | Summer 2013

- Demonstrated resourcefulness in obtaining donations, designing an exhibit panel and event-planning
- Systemized research collections and museum donations

ACTIVITIES

Advertising chair: Honors Student Advisory Council, Publicity team: FBC Waco College Ministry, Reporter for the Baylor Lariat, McLane's Scholars Program, Baylor Interdisciplinary Core (Peer-nominated Mrs. BIC by senior class), Studied abroad at the University of St Andrews in Scotland

EDUCATION

BACHELOR'S DEGREE

Baylor University | May 2016
B.A. History, Journalism minor
Cum Laude, 3.79 GPA

TECHNICAL SKILLS

Cision	
Sprinklr	
Hootsuite	
Sysomos	
Microsoft Excel	
Photography	
Adobe Creative Suite	
Basic HTML	
Squarespace	