

Education

UNIVERSITY OF OREGON

GRADUATE JUNE 2018 | EUGENE, OR

BA, PUBLIC RELATIONS

School of Journalism and Communication
GPA 3.73

UNIVERSITY OF OVIEDO

JULY – AUG 2016 | OVIEDO, SPAIN

SPANISH LANGUAGE IMMERSION

Eight-week intensive Spanish language program with a focus on writing, listening, and speaking.

Experience

IMPRINT GROUP (AXS)

JUNE – SEPT 2017 | DENVER, CO

SPECIAL EVENTS INTERN

Operated as on-site manager for events, coordinate logistics, floor plans, and manage entertainment; create sales proposals, costing sheets, and contracts; craft and update media lists; recruit, train, and manage volunteers for Velorama Music Festival.

HER CAMPUS MEDIA

SEPT 2015 – PRESENT | EUGENE, OR

PRESIDENT

Oversee all chapter operations, including management of chapter and member involvement for 30 members; hold compliance between local chapter and national correspondents; increased chapter rank to a Gold level, the top 52 percent of all chapters.

BORDER FREE TRAVELS

JUNE – SEPT 2015 | BOULDER, CO

PR AND MARKETING INTERN

Maintained monthly content calendar; edit blog posts; SEO optimize blog posts, YouTube videos, and other content; work on growth of social media channels; update media kit; write travel features for the company website.

UO SOCIAL MEDIA CLUB

JAN 2017– PRESENT | EUGENE, OR

COMMUNICATIONS DIRECTOR

Led the communications department in a digital rebrand to create awareness and engagement of organization and upcoming events; increased engagement on Twitter account by 143 percent and Instagram by 100 percent in a five month period.

MILES HIGH PRODUCTIONS

JAN – MAY 2016 | EUGENE, OR

SOCIAL MEDIA INTERN

Facilitated communication with team members and four client accounts; created, scheduled, and posted content for clients to engage fans; monitored and tracked measurement through social analytics to enhance the brand presence for client accounts.

BOULDER COUNTY LIFESTYLE

MAY – SEPT 2014 | BOULDER, CO

EDITORIAL INTERN

Researched news and events in the Boulder and Longmont area that engage readers; create monthly calendars and around-the-town issues for Boulder and Longmont; assist in editing member articles; contact local PR firms for current news updates.

Involvement

ALPHA PHI TAU CHAPTER

DIRECTOR OF ADMINISTRATION

Hold all correspondence for chapter of 200 women, take minutes at chapter meetings, and responsible for reports, schedules, and information for chapter.

ETHOS MAGAZINE

STAFF WRITER

Create feature articles on local musicians in the Eugene, Oregon area.

PRSSA BATEMAN COMPETITION

UO 2018 TEAM MEMBER

Selected to represent the UO with a team of four other students and create a start-to-finish campaign on behalf of With Purpose.

DEANS LIST

SPRING 2015, FALL 2016, WINTER 2017

Academic standing in the top 20 percent of my class.