

EDUCATION

GEORGETOWN UNIVERSITY, MCDONOUGH SCHOOL OF BUSINESS

Bachelor of Science in Business Administration

• Majors: Marketing and Management, Leadership, and Innovation

• Relevant Coursework: Marketing Intelligence, Consumer Behavior, Management Science, Organizational Behavior, Finance, Accounting, Operations

Washington, D.C.

Expected Graduation: May 2018

DANISH INSTITUTE FOR STUDY ABROAD

Study Abroad Experience

• Relevant Coursework: New Media and Changing Communities, International Marketing and Branding, Leadership Across Cultures

Copenhagen, Denmark

August – December 2016

EXPERIENCE

UBER

Content Strategist and Copywriter Intern

San Francisco, CA

May – August 2017

- Collaborated with 16 Customer Relationship Management (CRM) team members on writing and designing emails, webpages, and product copy
- Wrote and edited copy for 10 campaigns using clear, concise language, consistent with the Uber brand to reach key performance indicators
- Achieved email open rates of 22% (compared to an industry average of 17%) and click-through rates of 3.2% (compared to a 2% average)
- Redesigned the user flow and content of the Uber referral program to increase the current 30% of new riders and drivers acquired by referrals

MARRIOTT INTERNATIONAL

Buzz Marketing: Global Marketing and Partnerships Intern

Bethesda, MD

May – August 2016

- Contributed to buzz marketing ideation for experiential activations for global partners NBA, NFL, and Universal Music Group
- Quantified success of marketing strategy with social media analytics using Google Analytics and Sysomos sentiment-capturing software
- Researched and presented a case study on social media platform best practices to amplify user engagement and celebrity influencer success

YOUTH MARKETING CONNECTION

Marketing and Brand Strategist Intern

Washington, D.C.

January – May 2016

- Coordinated daily with three clients to integrate college-targeted marketing campaigns that create long-term value for the brands
- Organized and planned daily events of 10 remote campus representative teams of three people each to deliver on all aspects of programming
- Presented two detailed case studies on implementation strategy for potential brand ambassador programs on college campuses

MCDONOUGH SCHOOL OF BUSINESS UNDERGRADUATE RESEARCH FELLOWSHIP

Summer Research Fellow

Washington, D.C.

May – October 2015

- Completed a study using TD Ameritrade and Google AdWords on how digital media affects stock market prices in 300 large and small-cap firms
- Presented research findings at two symposia and published 15-page scholarly article, "How Digital Media Affects Stock Market Prices," in the August 2015 McDonough School of Business Undergraduate Research Journal

INTERNATIONAL ARTS & ARTISTS

Marketing and Digital Media Intern

Washington, D.C.

May – August 2015

- Developed a streamlined online J-1 Visa application process using Google Forms and customized plug-ins with basic HTML skills
 - Applied Adobe InDesign, Constant Contact, and iMovie skills to create marketing materials for the Cultural Exchange Sponsorship Program
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LEADERSHIP

GEORGETOWN ADMISSIONS AMBASSADOR PROGRAM (GAAP)

President, Board of Directors

Washington, D.C.

September 2014 – Present

- Lead 10 board members and direct over 350 GAAP volunteers in the recruitment of prospective and admitted students
- Organize three open house weekends for 1,200 admitted students and maintain a 71% yield of weekend attendees as Georgetown students
- Create graphics, videos, and flyers weekly using Adobe software to promote the University to prospective students

GEORGETOWN UNIVERSITY OWN IT SUMMIT

Director of Marketing, Board of Directors

Washington, D.C.

October 2015 – Present

- Work with seven directors to plan and coordinate the annual OWN IT summit, which prepares the next generation of diverse female leaders
- Lead a team of four through digital marketing and graphic design for the event using Adobe Photoshop, Canva, and Facebook Advertising

THE HOYA, GEORGETOWN UNIVERSITY'S NEWSPAPER

Writer and Deputy Editor of The Guide

Washington, D.C.

September 2014 – October 2015

- Wrote two articles per week for the Lifestyle and Arts section and collaborated with over 25 other staff members on article topics
- Lead a team of 20 writers in drafting and editing 15 articles weekly; demonstrated creative ability by brainstorming issue themes and spreads

GEORGETOWN UNIVERSITY OFFICE OF RESIDENTIAL LIVING

Resident Assistant

Washington, D.C.

August 2015 – June 2016

- Lead a floor of 45 residents in creating a positive living environment, cultivating a community, and representing the university
 - Planned two building-wide programs per month in accordance to the University's Jesuit values; garnered 75% residence attendance
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SKILLS

- Software: Adobe (Photoshop, InDesign, Illustrator), Microsoft Office (Excel, Word, PowerPoint, Outlook), SPSS Statistics, iMovie, Final Cut Pro, Social Media (Facebook, Instagram, Snapchat, Twitter)
- Certifications: Google AdWords, Google Analytics
- Languages: Spanish (proficient), Danish (basic)

INTERESTS

- Creative writing
- Graphic design
- Technology and innovation