

EDUCATION

BACHELOR OF ARTS

BALDWIN WALLACE UNIVERSITY
BEREA, OH | AUG 2018 – PRESENT

MAJORS:

- DIGITAL MARKETING
- DIGITAL MEDIA AND DESIGN:
GRAPHIC DESIGN
- Expected graduation is May 2022
- GPA: 3.6

SOFTWARE SKILLS

MARKETING:

- Canva
- Content Writing
- Content Marketing
- Facebook Ads
- Facebook Business Suite
- Google Ads
- Google Analytics
- Google My Business
- Google Suite
- Instagram Ads
- Microsoft Excel
- Microsoft Office
- SEO
- Tableau

GRAPHIC DESIGN:

- Adobe Illustrator CC 2022
- Adobe InDesign CC 2022
- Adobe Photoshop CC 2022
- Adobe Spark CC 2021
- Adobe XD CC 2021
- Bootstrap
- HTML3 & CSS3
- Logo/Icon Design
- Photo Editing
- Print & Layout Design
- Proofreading
- User Interface Design
- Website Design
- Wix
- WordPress

COMMUNICATIONS:

- Asana
- Basecamp
- Google Hangouts
- Microsoft Teams
- Slack
- Zoom

SOCIAL MEDIA:

- Facebook
- Instagram
- LinkedIn

WORK EXPERIENCE

DIGITAL MARKETING & GRAPHIC DESIGN INTERN

BELIEVE IN DREAMS

BEACHWOOD, OH | JAN 2022 – PRESENT

- Manage four social media accounts by creating content, scheduling posts, and managing the content calendar.
- Assist with brainstorming and implementing social media strategies to improve engagement and post reach.
- Develop and design content for email marketing by implementing different strategies to improve click-through rate and calls to action.
- Assist with the development and implementation of marketing strategies, create a new website, information brochures, and expand branding to help increase brand awareness.
- Create design and theme for the 2022 Gala including email blasts, social media promotion, fundraising website, invitations, programs, and other event signage.

MARKET RESEARCH STUDENT ASSISTANT

BALDWIN WALLACE UNIVERSITY

BEREA, OH | JAN 2022 – PRESENT

- Work closely with the faculty of Baldwin Wallace on a grant dedicated to a study of remote learning tactics.
- Research five different classes on campus to establish the target market of the study.
- Conduct research through eleven different focus groups with defined target markets.
- Study, interpret, and visualize responses from focus groups to create a research report.

DIGITAL MARKETING INTERN

BALDWIN WALLACE UNIVERSITY: DIGITAL MARKETING CENTER

BEREA, OH | JAN 2021 – PRESENT

- Assist in implementation of an inbound marketing strategy for local businesses or non-profit organizations.
- Develop Search Engine Optimization (SEO) and Search Engine Marketing (SEM) campaigns based on keyword and trends research.
- Create content used for social media, web development and email marketing.
- Employ various digital marketing tactics, including content marketing, email marketing, social media marketing and more.
- Train client representatives on implementing new strategies and tactics.

GRAPHIC DESIGNER

BALDWIN WALLACE UNIVERSITY: HIVE DESIGN GROUP

BEREA, OH | JAN 2021 – JAN 2022

- Prepared and produced proposals and presentations for clients.
- Developed designs based on clients requirements.
- Worked on designs for clients based on requirements, modifications and feedback.
- Updated clients on project progress, changes and revisions.
- Handled confidential documents carefully.
- Collaborated with team members for successful completion.
- Ensured the final project is proofread for accuracy and quality.

DIGITAL MARKETING SUMMER INTERN

TURNING POINT YOGA & WELLNESS

WESTLAKE, OH | JUN 2021 – AUG 2021

- Researched industry-related topics.
- Created posts and managed Facebook, Instagram, and Google ads.
- Promoted content on social networks and monitored engagement.
- Created and distributed marketing copy and updated the company's website.

ORGANIZATIONS

BURNING RIVER ROLLER DERBY

SKATER/TEAM MEMBER | APR 2019 – PRESENT

- Women's sport team based in Cleveland, OH.