

PROFESSIONAL EXPERIENCE

Health Spot

Social Media Manager
Marketing Coordinator
Nov. 2020 - Present

- Manage all content for Instagram and TikTok pages
- Grew TikTok following from 100 followers to 28k+ in 10 weeks
- Implemented fitness programs to increase awareness and engagement
- Curate content, write copy, and monitor analytics and trends
- Assist with CRM

Sony Pictures Entertainment

Photography Assistant
Rental Clerk
Jan. 2020 - March 2020

- Launched camera rental program and developed marketing plan
- Maintained rental and inventory record keeping documentation
- Provided camera support for the lot's special events and Studio Tours
- Performed general administrative and front desk duties

Clst City

Public Relations Intern
April 2020 - Present

- Interviewed 15+ musicians and entrepreneurs
- Published 4 press releases in online publications Yahoo Finance, Fox News, Telemundo Nuevo Mexico, Baltimore Star, San Francisco Star, Salt Lake City Sun, and more

Highland Film Group

Acquisitions & Development/Marketing Intern
Jan. 2020 - May 2020

- Assisted in script coverage and synopses
- Participated in development and script acquisition meetings
- Evaluated teaser trailers, posters, and billing blocks

Kidd Presents

Ticket Promoter
Jan. 2019 - Sept. 2019

- Created content for EDM concerts for social media advertising
- Assisted with event organizing and ticketing promotions sales
- Attended events and posted content to increase attendance

Cumulus Media

Promotions Intern
May 2019 - Aug. 2019

- Covered concerts, promotional and sporting events
- Wrote pop culture blog posts
- Increased engagement for the @995ZPL profile

The Media School - Indiana University

IU Newsnet/IUSTV Reporter
2016 - 2020

- Produced VOSOTs, packages, VOs, stand-ups, and a podcast
- Researched story topics
- Conducted in-person interviews for stories on school and city events, people spotlights, and public opinions

Waterstone Living at N2 Publishing

Reporter
2013 - 2016

- Wrote three paid articles per month
- Scouted interviewees for family, child, and pet features
- Provided community reporting by showcasing neighborhood members
- Photographed pictures for each article

EDUCATION

Indiana University, Bloomington B.A. Journalism / Concentration: Broadcast Journalism, Criminal Justice
Studied abroad Fall 2019 in London through the Institute for the International Education of Students

SKILLS

Final Cut Pro, iMovie, Hindenburg, Canva, Trello, Notion, Later, and Hootsuite

Strong written and verbal communication skills with the ability to interface effectively at all levels of management

Detail-oriented, dependable, and able to multitask in high-traffic work environments

Public speaking