**HONORS, ACTIVITIES, & SERVICE**

* American Advertising Federation Honors Society Member, Member, Spring 2022
* Lambda Pi Eta Honors Society, Member, Spring 2021
* Take Back the Night, Volunteer, Springs 2020-2022
* Public Relations Student Society of America, Member, Fall 2020- Spring 2022
* Communication & Media Department, Mentor, Fall 2021
* Ronald McDonald House, Volunteer, Fall 2021

**Public Relations Intern | Braithwaite Communications**

Philadelphia, PA | *June 2022- Present*

* Contribute assistance through drafting press releases and email pitches
* Generate in-depth research for clients about competitor brands within the market
* Refine and produce internal media lists for clients such as Wawa and Venn
* Craft social media posts for Yoh's LinkedIn and Instagram to gain viewer traction
* Collaborate ideas for the company's internal podcast

**Digital Communication & Branding Intern | The University of Scranton**

Scranton, PA | *August 2021- May 2022*

* Performed a website audit to ensure visibility and optimum performance
* Rebranded the Kania School of Management's website with updated content and layout
* Participated in weekly meetings with advisors and displayed understanding of weekly tasks and objectives

**Independent Advertising Consultant | The University of Scranton**

Scranton, PA | *August 2021- April 2022*

* Worked in conjunction with Tinder marketing to develop campaign centered around creating "brand love" and more downloads within the demographic of 18-19 year-olds
* Conducted primary and secondary research to create a "big idea" for campaign
* Formulated design and strategy ideas to produce a unique plan to target Generation Z
* Competed in the National Student Advertising Competition while pitching the rebranded campaign to a panel of advertising professionals

**Digital Media Intern | The Italian American Podcast**

Scranton, PA | *June 2021-August 2021*

* Assisted with generating web content and crowdsourcing for the Virtual Feasts Initiative in conjunction with the Italian Sons & Daughters of America

**Communications Intern | "It Is A Keeper Blog"**

Scranton, PA | *January 2021- June 2021*

* Revitalized older content for the website using WordPress
* Analyzed search engine optimization
* Orchestrated new content for social media sites like Facebook and Pinterest

**The University of Scranton | Scranton, PA**

Master of Business Administration with Marketing | *May 2023*

Bachelor of Arts in Strategic Communication: Public Relations Track | *May 2022*

Minor in Business Communication, Concentration in Women & Gender Studies

* Cum Laude, GPA 3.6/4.0

**Instituto Europeo | Florence, Italy**

Study Abroad Program, *June 2021*

Skills:

* Google News Lab
* Canva, WordPress, Adobe InDesign
* Microsoft Office Suites
* Meltwater Media software

Trainings:

* 45 hours of LGBTQ+ counseling education

**ADDITIONAL INFORMATION**

**Her Campus | Vice President of Communications**

The University of Scranton | Scranton, PA

*Fall 2021- Spring 2022*

* Spearheaded Female Empowerment Talks
* Organized an agenda and Q&A portion of the Female Empowerment Talks Initiative

**Scranton Emerging Leaders Program**

The University of Scranton| Scranton, PA

*Spring 2019*

* Collaborated with fellow students on ideas about how to foster strong leadership skills and confidence, while emerging into the school community

**LEADERSHIP**

**EDUCATION**

**INDUSTRY EXPERIENCE**

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First name Last name