

# Name

## CONTACT INFORMATION:

Address:  
Email:  
LinkedIn:  
Website Portfolio

## LEADERSHIP:

**Her Campus Executive Board Member**|The University of Scranton|Scranton, PA

*Fall 2020- May 2020*

*Vice President of Communications*

- Spearheaded the Female Empowerment Talks Initiative
- Organized an agenda for the speakers
- Responsible for Q&A portion of the Female Empowerment Talks Initiative

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

*Spring 2018*

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

## SKILLS:

- Google News Lab
- Canva
- Meltwater Media software
- WordPress
- Microsoft Office
- Adobe InDesign
- 45 hours of LGBTQ+ counseling education

## HONORS, ACTIVITIES & SERVICE

- American Advertising Federation Honors Society Member, Member, Spring 2021
- Lambda Pi Eta Honors Society, Member, Spring 2021
- Take Back the Night, Volunteer, Spring 2021, 2019 & 2018
- Public Relations Student Society of America, Member, Fall 2019- Spring 2021
- Communication & Media Department, Mentor, Fall 2019
- Ronald McDonald House, Volunteer, Fall 2019

## INDUSTRY EXPERIENCE:

**Public Relations Intern**| Braithwaite Communications|Philadelphia, PA

*June 2021- Present*

- Contribute assistance 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
- Compose internal company blog posts and for clientele websites
- Collaborate ideas for the company's internal podcast

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

*August 2020- May 2021*

- 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 2020- April 2021*

*National Student Advertising Competition\ Chief of Strategy & Design*

- Worked in conjunction with Tinder marketing to develop a campaign centered around creating "brand love" and more downloads of the app within the demographic of 18-19 year olds
- Conducted primary and secondary research in result to create a "big idea" for the campaign
- Formulated design and strategy ideas to produce a unique plans book to target the consumers of 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 2020-August 2020*

- Assisted the podcast 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 2020- June 2020*

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

## EDUCATION:

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

*Bachelor of Arts: Strategic Communication; Public Relations Track*

*May 2021*

- Business communication minor and a women and gender studies concentration
- Cum Laude, 3.60/4.0 GPA

**Istituto Europeo**|Florence, Italy

*Study Abroad Program*

*June 2019*