

Work experience

Wieden + Kennedy- Portland, OR

Account Management Intern (June- Aug. '15)

- Account: Dodge and Chrysler
- Attended status meetings and interacted with client
- Filed expense reports, monitored estimated and actual costs
- Conducted one-on-one interviews with members of our target audience and presented findings and insights to the strategy team
- Compiled various research documents to aid creative department
- Updated weekly Chrysler status document through communications with external partner agencies

Office of Student Engagement and Multicultural Affairs, Ithaca College- Ithaca NY

Student Leadership Consultant (Aug. '14- May '15)

- Developed a cohesive marketing plan for culturally themed month long events; created posters, social media posts and bulletin boards
- Prepared and facilitated workshops to help student organization's development
- Admin of the Student Organization page on the Org Sync website, responsible for updating and posting content and pictures
- Published a biweekly email newsletter for Ithaca transfer students, wrote content and designed layout

CFCU Community Credit Union- Ithaca, NY

Marketing Intern (June-Aug. '14)

- Designed graphics and copy for print ads that were published in local newspapers and playbills, and banner ads that ran on company's website
- Spearheaded a campaign for annual event; produced posters, digital signage, buckslips, banner ads, onserts, emails, and radio ads
- Wrote content for company's new website that was consistent with brand voice
- Contributed ideas for launch of new mobile app and memeber survey
- Completed various tasks; promoted a Twitter contest, wrote press releases

The Florence Nightingale Foundation- London, UK

Event Planning Intern (Jan.- April '13)

- Planned details for annual national nurses conference, such as arranging bookings and travel plans, and getting in touch with volunteers
- Demonstrated organizational skills by keeping up files and databases
- Answered phone calls and responded to emails

Education

Ithaca College (May 2015)

Bachelor of Science in Integrated Marketing Communications 3.663 GPA

Campus involvement

Students Today, Alumni Tomorrow

Member (Sept. '12-May '14) President (May'14-May '15)

- As president, responsible for overseeing the development and progress of the whole organization
- Set an agenda and ran weekly meetings for both the executive board (6 members) and general assembly (53 members)
- Implemented a point system to track member involvement and engagement
- Communicated with faculty advisor, professional staff in the department of Institutional Advancement, and other organizations on behalf of STAT
- Created a marketing plan and materials for I Love IC Week, a campus-wide event

Senior Class Gift Committee

Member (Aug. '14- May '15)

- Chosen by Alumni Relations staff to be a member out of a large selection of applicants
- Participated in year long campaign to solicit monetary gifts to the Ithaca College Annual Fund from the 2015 senior class
- Planned and attended events to promote campaign and encourage students to give a gift; exceeded the fundraising goal
- Educated peers about the Ithaca College Annual Fund and the importance of philanthropy through presentations to various student groups

Honors and Awards

- American Association of Advertising Agencies (4 A's) Multicultural Advertising Internship Program Class of '15
- American Advertising Federation (AAF) Alpha Delta Sigma (ADS) National Honor Society
- Ithaca College Peggy Ryan Williams Award for Academic Achievement and Community Leadership

Skills

Illustrator, Photoshop, InDesign, PowerPoint, Microsoft Word, Facebook, Twitter, Instagram, Mailchimp, Public Speaking

References available upon request.