

EDUCATION

Bachelor of Science in Commerce and Business Administration, May 2024

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Minor: Sales & Real Estate GPA: 3.2/4.0

PROJECT EXPERIENCE

Evamped (High School), Spring 2020

Entrepreneurship Project, New Albany High School

- Invented a new Tesla accessory for an actual company called Evamped
 - Analyzed social media platforms, including Facebook, Instagram, and Twitter, to look at current strategies of how they advertise their products.
 - Shared ideas of how to better advertise and market their company while giving examples of how to accomplish this to the CEO of the company.
 - Invested over 100 hours into this project with a team throughout a semester
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INTERNSHIP EXPERIENCE

Re/Max By the Bay, Fairhope, AL

Real Estate Intern, Summer of 2022

- Assisted an agent with any work she needed including the organization of client lists and potential clients information
 - Designs many different marketing mediums including business cards, letterheads and flyers to use for open houses
 - Sat in and listened to the realtor area meeting about current market trends, better ways to advertise their personal brands, and new platforms
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WORK EXPERIENCE

Peace Love & Little Donuts, Columbus, OH

Shift Manager, January 2019- Present

- Managed guest relation issues such as complaints, recommendations, and accommodation requests
- Complete administrative tasks including product inventory and answering phones in a fast-paced environment
- Handle a daily revenue average of \$1,000 and ensure that cash drawer is balanced at the end of each shift
- Supervised 2 other workers and provided constructive feedback when necessary
- Focused on proper safety procedures for preparation and storage of food, and stayed up to date on safety protocols with Covid

Social Media, January 2018- Present

- Manages the company's Instagram Account, by posting and communicating with customers that interact on our page
 - Increased followership by more than # 1,400 for Instagram through targeted marketing campaigns
 - Utilized Instagram Professional Account recommendations to strategically schedule release times and analyze the reach and impact of each post
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LEADERSHIP EXPERIENCE

Treasurer, *Women's Club Lacrosse*, The University of Alabama, Tuscaloosa, AL

Spring 2022- Fall 2022

- Managed a budget of over \$20,000, for events, travel and gear
 - Demonstrated leadership skills when working alongside other officers in planning and managing any events
 - Worked alongside the university in planning community service opportunities for our team
 - Served as a mentor to the girls on the team, listening to their opinions, providing support and helping them with anything they need at any time
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ACTIVITIES, SERVICE, HONORS

VP of Programs Assistant, *Delta Zeta*, The University of Alabama, Tuscaloosa, AL

Spring 2022- Fall 2022

- Assist the Vice president of Programs in anything she needs including with public relations
- Be able to help monitor and manage events with over 300 people
- Answer emails, and make phone calls with various businesses

Graphic Designer, *Delta Zeta*, The University of Alabama, Tuscaloosa, AL

Public Relations, Spring 2022- Fall 2022

- Create different graphics for the various social media platforms for our sorority such as Instagram and Facebook
 - Work with other members of this team to design the graphics that look uniform, and come up with new ideas for the postings
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