

EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, May 2025 Relevant Coursework: Retailing/Merchandising, Digital Marketing Strategy, Consumer Insights	Nashville, TN
	UNIVERSITY OF GEORGIA Bachelor of Business Administration, May 2024 Major: Marketing; Emphasis: Digital Marketing <i>Magna Cum Laude</i> GPA: 3.81	Athens, GA
EXPERIENCE	LOGICAL BRANDS – PLAYOLOGY Global Marketing Intern - Managed category marketing operations, ensuring process enablement and budget deployment across distribution channels, leading to improved cross-functional execution. - Led marketing performance reporting by analyzing consumer and site behaviors, leading to a 15% increase in unique visitors over three months by creating strategies to refine site navigation and content structure. - Developed data visualizations and customer journey maps to align strategic recommendations with branding, messaging, and distribution goals. - Adapted to dynamic challenges by conducting competitive benchmarking and refining promotional strategies across domestic and international markets to enhance category positioning and improve customer experience. - Collaborated cross-functionally to manage content across multiple CMS platforms, ensuring data accuracy and alignment with merchandising objectives to enhance the digital customer experience.	Nashville, TN
	CRAWFORD & COMPANY <i>Marketing & Communications Intern</i> - Directed management of international corporate social media operations, including campaign ideation, planning, execution, and campaign reporting. - Developed and implemented a social media campaign that yielded a 212% increase in engagement. - Formulated full implementation of a dynamic internal marketing-collateral website, spanning UX/UI design and collateral creation to streamline brand representation.	Peachtree Corners, GA
	ADVENTURE GENIE <i>Marketing Intern</i> - Built a marketing strategy leveraging market research and analysis for the launch of the start-up to generate 150+ leads. - Developed a SEO strategy by using relevant software (Ahrefs) that successfully increased organic traffic. - Collaborated with 10+ organizations, including Microsoft for Startups, to create impactful media, significantly enhancing brand visibility and fostering strategic partnerships within the industry.	Athens, GA
	AMERICAN MARKETING ASSOCIATION, University of Georgia <i>Client Team Lead</i> - Served as the lead consultant for two businesses, addressing their specific marketing needs and guiding them through successful campaigns. - Managed and coordinated teams of 10 individuals, ensuring collaboration and optimal project outcomes.	Athens, GA
ADDITIONAL	UGA DIGITAL MARKETING CASE COMPETITION WINNER <i>The Home Depot</i> - Led creative development of an integrated, multichannel marketing campaign targeting Gen Z and Millennials. - Collaborated with a team to analyze data, generate strategic insights, and deliver a compelling pitch. - Crafted compelling messaging and visual content that resonated with the target audience.	Atlanta, GA
	BRAND STRATEGY CASE COMPETITION WINNER <i>FirstBank & L'Oréal</i> Collaborated with a team to develop strategic brand solutions for FirstBank and L'Oréal, focusing on consumer engagement, market positioning, and business growth.	Nashville, TN