

EDUCATION

James Madison University, Harrisonburg, VA

Expected Graduation:

May 2025

Bachelor of Business Administration: *Marketing*

Concentration: *Digital*

Academic Achievements: Deans list Fall 2023 3.80

EXPERIENCE

CELSIUS Holdings Inc.

May 2024 - Present

Student Marketing/Brand Ambassador

- Networking across my University through clubs and organizations, building a professional working relationship
- Organizing and planning events throughout campus and creating a positive brand awareness through driving trial and event support
- Highlighting memorable moments from events using social media with eye catching content
- Attended the CELSIUS University 2024 Conference in Fort Lauderdale Florida

Chick Fil A, Fairfax, VA

February 2020 – August 2024

Team Member

- Actively worked alongside other team members in the production of serving the public & dealt with many leadership roles such as training new team members
- Attended Sunday leadership meetings to develop the working atmosphere and team dynamic
- Awarded the Chick Fil A 2022 – 2023 Remarkable Futures Scholarship

GROUP PROJECTS

COB 300 Business Plan, Harrisonburg, VA

January 2024 – May 2024

Team Member

- Worked effectively alongside a team of six other individuals to develop a viable business model
- Conducted market research to identify target demographics for the market quantification and segmentation
- Utilized Microsoft Teams and Microsoft Excel to efficiently produce high quality projections

Integrated Marketing Campaign (IMC), Harrisonburg, VA

August 2024 – December 2024

Team Member

- Created an effective IMC plan for White Oak Lavender Farm to increase profit 20% by December of 2025
- Conducted audience research and data analysis to define target segments and optimize campaign strategies for maximum engagement
- Collaborated with cross-functional marketing channels, manage budgets, and execute on-time deliverables
- Voted most valuable player (MVP) within the team

CAMPUS INVOLVEMENT

Pi Sigma Epsilon, James Madison University

Event Coordinator

August 2024 - Present

- In charge of organizing weekly social events and collaborating with other organizations
- Work out the logistics of each event and make sure everything is planned accordingly
- In charge of a committee and delegate weekly tasks that help enhance each event

VP of Marketing

July 2023 – March 2024

- Oversaw the content creation for the chapter's social media platforms
- Utilized Canva to create Instagram posts, stories and promotional ads for the fraternity
- Built up campus connections using social media and marketing and practiced communicating effectively

Head Recruitment Chair

Spring 2023

- Planned spring recruitment events, dates, and created new marketing strategies
- Collaborated with a team on ways to improve the recruitment process

SKILLS AND CERTIFICATIONS

- Harvard Excel Spreadsheet Certification
- Artificial Intelligence in Marketing – Certificate – Coursera
- Hubspot Digital Marketing – License - Hubspot