





CONTACT

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SKILLS

- Multitasking
- Social Media Management
- Content Creation/Planning
- Media Relations
- Sprout Social
- Photoshop
- InDesign
- Illustrator
- Microsoft Office
- Canva

ACTIVITES

- Sunshine Chair in Sigma Sigma Sigma 2019
- Dunham Women of Character Institute 2019
- Vice President of New Members Education 2020
- National Student Advertising Competition 2022 & 2023

PROFESSIONAL PROFILE

As a social media marketing intern at Bronze Tan, I create engaging and visually appealing content for various platforms like Instagram, Facebook, and TikTok. I also analyze the performance and trends of social media campaigns, using tools like Google Analytics and Facebook Insights. I have contributed to increasing the brand awareness and customer loyalty of Bronze Tan, as well as generating leads and conversions for the business.

WORK EXPERIENCE

Social Media Intern, Bronze Tan

JULY 2023 - JANUARY 2024

Grew company Bronze Tan's Instagram account by 500 followers maintaining a 9% engagement rate within 6 months. Curated content across 3 different social channels ensuring a cohesive online brand identity. Tracked, analyzed, and reported weekly analytics and KPIs to management using Sprout. Pitched, developed, and produced short video content, resulting in a 300% in-store traffic increase.

Pet Counselor, Petland

JANUARY 2022 - SEPTEMBER 2022

Responsible for selling puppies and informing customers about puppy packages. Informative on multiple breeds as well as overall animal care. Profitably brought in an average of \$10,000 a week in puppy sales.

Server/Service Captain, Forest Hills Country Club

JULY 2016 - JANUARY 2022

Memorized over 30 menu items with rotating specials and increased wine knowledge to give a customized personal dining experience. Successfully resolved conflict resulting in customer satisfaction. Profitably brought in an average of \$1,500 per shift worked. Warmly greeted new and returning members while building personal connections and relationships resulting in membership loyalty.

EDUCATION

Bachelor of Communications in Advertising and Strategic Communications, Lindenwood University

I have pursued my advertising and strategic communications degree at Lindenwood University, where I have acquired valuable skills and knowledge in media trends, tone writing, and visual design. I have also earned multiple certifications from LinkedIn and Adobe, demonstrating my proficiency and interest in digital marketing and graphic design. I aim to work in social media management, where I can apply my creativity, passion, and skills to help businesses grow and connect with their audiences.