

Education

Master of Science – Marketing

Sept. 2026 – Present

University of St Andrews Business School

- Expected graduation: Sept. 2027

Bachelor of Arts – Advertising and Public Relations

Aug. 2021 – May 2025

University of North Carolina at Chapel Hill

- GPA: 3.730
 - Honors: Dean's List Spring 2022 – Spring 2025, National Society of Collegiate Scholars
 - Sports Communication Certificate
 - Study Abroad: Burch Criminal Justice Honors Program, London – examined U.S. and UK criminal justice systems and their intersections with mental health and substance abuse.
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Experience

Digital Content and Community Marketing Intern | 3 Amigos – Remote (in NC)

July 2025 – Oct. 2025

- Wrote social media scripts for masterclass and microcredential courses, which I also produced after recording.
- Utilized Canva to produce social media content and relevant banners.
- Created and formatted all slideshows used in masterclasses.
- Facilitated communication through email and phone calls between 3 Amigos and course-hosting platforms and academic career service centers.

Skills: Creative Writing • Marketing Strategy • Social Media Production • Email Campaigns • Digital Branding

Student Spokesperson and Team Leader | Note in the Pocket – Chapel Hill, NC

Sept. 2024 – Dec. 2024

- Served as the student spokesperson and team leader for a service-learning class offered by UNC's Hussman School of Journalism and Media.
- Coordinated Meetings between group members and the Raleigh-based nonprofit.
- Created and managed media kits for Note in the Pocket.

Skills: Copywriting • Event Planning • PR Coordination • Customer Service

Marketing Intern | First Carolina Bank – Raleigh, NC

June 2024 – Aug. 2024

- Audited competing financial institutions' social media and website platforms to suggest new ways to improve the bank's customer experience on social media and internet browsers.
- Created social media calendars and corresponding graphics/posts for August and September.
- Created and executed a marketing strategy for new credit card partnership affecting over 800 customers.

Skills: Business Marketing • Marketing Support • Conflict Resolution • Advertising • Digital Content Creation

Volunteer Service

Personal Shopper / Assistant | Mooresville Christian Mission – Mooresville, NC

May 2016 – Aug. 2024

- Stocked pantry, assisted in the warehouse and helped clients shop for food.
- Volunteered for special events on select holidays.

Organizer and Event Volunteer | Back 2 School Bash – Mooresville, NC

Aug. 2016 – Aug. 2024

- Until 2021, created and executed a summertime neighborhood project to collect money and school supplies for the Mooresville community event.
- Volunteered with the organization to coordinate, set up and break down the Bash on-site each summer.