

Education

Bachelor of Arts – Advertising and Public Relations

Fall 2021 – Spring 2025

University of North Carolina at Chapel Hill

- GPA: 3.702
- Honors: Dean's List Spring 2022 – Fall 2024, National Society of Collegiate Scholars
- Currently obtaining a Sports Communication Certificate

Study Abroad Participant – Burch Fellowship

Summer 2023

Honors Carolina (UNC-CH)

- Selected for the Burch Criminal Justice Honors Program and studied the criminal justice system and how it intersects with mental health/substance abuse in the U.S. and UK.
-

Experience

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 FCB 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 a new credit card partnership affecting over 800 customers.

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

Founder and Lead Writer | *wfbbcenter* – Chapel Hill, NC

March 2023 – Jan. 2024

- Created and managed an Instagram account covering Wake Forest University baseball as a fan page.
- Utilized reporting, writing and graphic design skills to maintain the account.
- Garnered close to 500 followers in a niche community.
- Created and managed a website and separate Instagram account (Deacs Dugout) covering Wake Forest University baseball from a reporting standpoint.

Skills: Creative Writing • Reporting • Social Media Management • Website Design • Search Engine Optimization

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.