



"I believe in pushing the envelope and constantly redefining what is possible."
-Virgil Abloh

EXPERIENCE

College Marketing Representative (September 2023 - Present)

Sony Music Entertainment, Tuscaloosa, AL (remote)

- Led a team of 10+ reps to execute marketing campaigns across college campuses nationwide with responsibilities including project management, fostering clear communication, and data collection
- Developed and pitched innovative marketing campaigns to company leaders for various Sony Music artists, focusing on the Gen Z market
- Executed various tactics including influencer marketing, guerilla marketing, and in-person activations

Graphic Designer and Content Creator (September 2021 - Present)

Freelance

- Designed promotional materials for local bands, parties, and organizations with a focus on music related content
- Partnered with companies such as CHNGE, Casetify, Pizzaslime, PSD Underwear and more to make social media advertisements
- Shot and developed social media content for Playboy, Twelve25, and personal accounts (grew personal accounts to 250k and 70k followers)

Marketing Intern (September 2022 - May 2023)

UA Office of Student Media, Tuscaloosa, AL

- Created social content and advertisements across all platforms to promote various campus media outlets
- Designed graphics for profile pictures, merchandise, social content, web pages, email blasts, and other promotional materials
- Promoted student media organizations by organizing launch parties and other on-campus activations

EDUCATION

The University Of Alabama, Tuscaloosa, AL

B.S. in Business / Marketing Concentration, B.A. in Creative Advertising
3.8/4.0 GPA, Anticipated Graduation May 2025

Minerva Portfolio Program, Tuscaloosa, AL

Selected for a 2-year advertising portfolio program where I go through all phases of developing campaigns and present work to industry professionals

SKILLS

- Proficient in Photoshop, Illustrator, Premiere Pro, After Effects, Buffer, MailChimp, All social media platforms, Microsoft Office, Canva, and Notion
- Praised for being detail oriented, communicative, organized, a fast learner, great at recognizing patterns, and an innovative problem solver