

EXPERIENCE

Sponsorship & Partnership Chair

July 2025 - Present

Richmond Ad Club

- Built relationships with sponsors and partners.
- Connected with local organizations, schools, and agencies.
- Collaborate on community events and activations.

Brand Strategy Consultant

May 2021 - Present

Freelance

Clients: Local Small to Mid-Sized Businesses

- Developed and executed comprehensive social media strategies to drive audience engagement and align with brand objectives.
- Researched key audience segments and developed a strategic digital roadmap for the brand's online presence.
- Identified emerging trends and translated them into actionable insights to inform brand strategy and marketing approach.
- Created and scheduled content to hence the brand's metrics and engagement.

Creative Strategy Intern

June 2023 - August 2023

On Board Experiential

Clients: Sephora, Nike

- Conducted in-depth competitor and audience analysis to inform strategic recommendations for UX/UI enhancements.
- Analyzed year-over-year KPIs, providing data-driven insights to benchmark success and refine marketing strategies.
- Designed integrated marketing activations, curating partnerships and experiential concepts that aligned with Nike's wellness-focused brand narrative.

Client Services Representative

November 2019 - April 2020

The Martin Agency / Super Joy

Clients: Geico, Oreo, Buffalo Wild Wings, & more.

- Anticipated client and production team needs to ensure seamless execution of high-impact creative projects.
- Managed complex logistics across editorial and production environments, maintaining alignment with brand and project objectives.
- Acted as a strategic liaison between directors, producers, and talent, enabling smooth collaboration and delivery of client visions.

Production Assistant

August 2018 - April 2020

The National / AEG Presents

- Streamlined artist and venue logistics to uphold brand image and ensure operational excellence during events.
- Managed budgets and expenses, maintaining meticulous documentation to support financial accountability.
- Delivered high-quality hospitality experiences, reinforcing brand values in live entertainment settings.

Business Development Representative

August 2018 - April 2019

West Creek Financial

- Secured new partnerships through targeted research and outreach, educating business owners on lease-to-own financing solutions that empowered their customers.

Business Development Representative

June 2015 - August 2018

Apex Systems Inc

- Built relationships with new partners through prospecting and cold-calling, streamlining client meetings and delivering compelling services pitches.

EDUCATION

VCU Brandcenter - 2024

M.S. in Business of Branding
Concentration - Brand Strategy

Radford University - 2014

B.S. Recreation, Parks, & Tourism

NOLS - 2012

National Outdoor Leadership
School Semester in Baja, MX

SKILLS

- Consumer Research & Insights
- Brand Positioning & Architecture
- Market & Competitive Analysis
- Creative Brief Writing
- Data Analysis & Interpretation
- Strategic Storytelling
- Trend Analysis & Cultural Foresight
- Collaboration & Cross-Functional Teamwork
- Audience Segmentation
- Presentation & Communication Skills
- User Experience & User Journey

TOOL KIT

- Final Cut Pro X (Certified)
- Talkwalker (Certified)
- Google Ads (Certified)
- Canva
- Google Workspace
- Miro
- Figma
- MRI-Simmons

ASK ME ABOUT

- How many soccer teams I'm on
- My next sewing project.
- The best brand of plantain chips.
- What I like to photograph most.
- My Depop addiction.
- A playlist to set your mood.
- Olive oil as skincare.
- The breakfast I make every day.
- The adventures of my cat, Otis.