



PROFESSIONAL SUMMARY

Experienced multi-skilled professional proficient in beauty, communications, PR, branding, and digital marketing. Skilled in developing marketing strategies, executing market campaigns, graphic design, content marketing, and social media management. Experienced in influencer research and creating master media lists. Excels in creating compelling content and driving engagement on various platforms.

PROFESSIONAL EXPERIENCE

Beauty PR Intern, Pure Imaginations PR - Phoenix, AZ

January 2024 - Present

- Created detailed competitive research and analysis reports to bolster strategic PR initiatives, enhancing campaign effectiveness for our clients.
- Produced compelling press materials such as media alerts and pitch letters, elevating brand visibility and engagement levels to enhance brand visibility.
- Identified strategic influencer partnerships, while securing valuable media placements on online and national websites.

PR Specialist, The Cronkite Agency - Arizona State University

January 2024 - Present

- Developed strategic communication plans for volunteer recruitment and appreciation, increasing satisfaction and engagement, resulting in measurable growth.
- Collaborated on multimedia campaigns for volunteer recruitment and appreciation, surpassing expectations and enhancing audience reach and brand visibility.
- Managed PR campaigns to boost web traffic and new volunteer signups, improving brand recognition across platforms.

Publicist Intern, SparkPoint Studios - Phoenix, AZ

August 2023 - December 2023

- Worked with authors to increase audience awareness and drive book traffic on Amazon through research on varied blog posts and online features in local and national news outlets.
- Created a detailed journalist media list to pitch new book releases, leading to higher exposure and visibility for the authors.
- Developed and implemented a logo cloud on the main homepage, boosting brand recognition and user engagement.

Editorial Intern, Destination I Do - Phoenix, AZ

August 2022 - May 2023

- Crafted captivating real wedding stories, showcasing joy and memories, boosting social media engagement.
- Created impactful wedding posts on Pinterest, increasing interaction and brand visibility.
- Managed website back end, merging articles for enhanced visitor experience and engagement.

Editorial Columnist, AZ Big Media - Phoenix, AZ

May 2022 - August 2022

- Created engaging articles highlighting restaurant features and recommending top dishes, enriching readers' dining experiences.
- Conducted thorough research on client's background, work history, and company, supplying valuable insights for strategic decision-making processes.
- Utilized research skills to explore client's business deeply, improving understanding and facilitating informed decision-making procedures.

EDUCATION

Walter Cronkite School of Journalism and Mass Communications at Arizona State University

Master of Science in Digital Audience Strategy

Anticipated Graduation: May 2025

- Accelerated Masters program - one year of school
- Relevant Courses: Digital Marketing, Google Analytics, A/B Testing, SEO/SEM Optimization, HubSpot Academy Certification

Bachelor of Arts, Journalism and Mass Communication

Anticipated Graduation: May 2024

- Relevant Courses: Cronkite Agency PR Lab, PR research, PR writing, Reporting for Journalist, and Introduction to Editing

SKILLS

- Brand Marketing: innovation, launches, campaigns, presentation creation, adhoc reporting, industry news, articles
- Digital Marketing: HubSpot, Inbound Marketing, SEO/SEM Optimization, UX/UI, Google Analytics, reporting, research, placements, messaging
- Influencer: campaign tracking, competitor research, audience demographics, engagement rates, content quality, outreach
- Research: qualitative, quantitative, vision, RivalIQ, MuckRack, Cision, Media list, Pitch Decks, Clippings, monitoring
- Public relations: press reports, clippings, industry news, media campaigns