

*Creative marketer, writer, and comedian with a passion for storytelling and out-of-the-box thinking.
Problem-solver with a comprehensive toolkit combining analytics and innovation to create memorable multimedia content.*

WORK EXPERIENCE

Bentztown, Global Leader in Radio and Podcast Products and Services – Marketing Coordinator August 2022–Present

- Acting Marketing Director for 4 months (2023), assuming additional responsibility for overseeing the entire marketing department.
- Take the lead on strategic and creative integrated marketing campaigns to support our radio shows and products, including brainstorming, planning, pitching decks, developing timelines, generating creative, distributing materials, and reporting results.
- Proven sales results: over 80% of conversions result from inbound leads due to marketing efforts.
- Traffic and support marketing materials, monitor trends, run analytics, and liaise with internal teams and partners.
- Manage timelines, schedule meetings, organize assets, prepare creative materials, and follow up on project tasks.
- Write, design, and edit creative and effective marketing content, including videos, graphics, and 1-sheets in different brand voices.
- Coordinate paid media, manage accounts on Facebook, Instagram, LinkedIn, X, and YouTube, and engage with 15k+ followers.
- Roll calls, manage calendars, assist with travel, and perform administrative tasks for Marketing Director and company President.

Travel With Meaning, Travel Brand – Marketing Assistant September 2021–March 2022

- Designed presentation decks and social content. Worked closely with clients to develop brand strategy to better tell their stories.
- Wrote engaging website copy and designed dynamic pages to create an exciting user experience.

iDayDream Studios, Startup Digital Marketing Firm – Digital Marketing Intern May 2021–August 2021

- Created and scheduled daily social content and connected and engaged with our clients' online communities.
 - Performed competitive analysis using SEMRush, managed e-commerce platforms, and helped train new interns
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CREATIVE EXPERIENCE

The Law Brothers Independent TV Pilot – Producer, Co-Star, Social Media Manager March 2024–Present

- Coordinate meetings, manage social media, and assist with writing, casting, budgeting, logistics, premier events, and distribution.

Robby Night Live Sketch Comedy Show – Writer, Producer, Host February 2025–Present

- Produce live sketch comedy performances. Write sketches, book venues, schedule rehearsals, and manage social media.

Chocolate Cake City Sketch Comedy Troupe – President, Member September 2018–May 2022

- Ran and scheduled meetings, coordinated all stages of video production, organized events, and wrote and performed sketches.
 - Led troupe in 2021, the year we were selected by College Consensus as a top 10 college comedy organization in the US.
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EDUCATION

Emerson College, Boston, Massachusetts

September 2018–May 2022

BS in Marketing Communications

Minor in Comedy Writing and Performance

Minor in Political Communications

GPA: 3.93 **Honors:** Magna Cum Laude

Emerson College Los Angeles Program

August 2021–December 2021

Study Abroad, Well, Netherlands

January 2020–March 2020

UCB Improv Comedy Class

April 2024–Present

SKILLS

- **Writing** – Screenwriting for television and film and copywriting in brand voice.
- **Social Media** – Strategy, content creation, and management knowledge for Facebook, Instagram, X/Twitter, TikTok, and LinkedIn.
- **Computer Technology** – Project management tools, Wix web design, MS Office and G Suite, including PowerPoint and Excel.
- **Professionalism** – Excellent written and oral communication. Highly organized and detail-oriented.
- **Adobe Creative Cloud** – Photo and video editing in Photoshop and Premiere. Basic knowledge of After Effects and Illustrator.
- **Performance** – Sketch, improv, and stand-up comedy, acting, rapping, singing, and podcasting.