

*Creative marketer, writer, and comedian with a passion for blending analysis and out-of-the-box thinking to tell memorable stories.*

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## WORK EXPERIENCE

**Benztown, Global Leader in Radio Services – Senior Marketing and Operations Specialist** December 2025–Present

- Led marketing department as acting Marketing Director for 4 months during supervisor's family leave.
- Oversee office IT, coordinating internet and phone service. Develop and maintain workflows and databases using Airtable.
- Manage and schedule over 100 contractors for several radio shifts a week.
- Generate monthly finance reports, analyze financial data on spreadsheets, and complete all Marketing Coordinator tasks below:

– **Marketing Coordinator** August 2022– December 2025

- 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.
- Traffic and support marketing materials, monitor trends, run analytics, and liaise with internal teams and partners.
- Manage timelines and Airtable boards, schedule meetings, organize assets, prepare creative materials, and follow up on 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, lead rehearsals, and coordinate marketing efforts.
- Manage social media accounts and edit videos for YouTube and vertical platforms, including TikTok and Reels.

**Chocolate Cake City Sketch Comedy Troupe – President, Writer, Performer** 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, when CCC was 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

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## SKILLS

- **Writing** – Screenwriting for television and film, copywriting in brand voice for ads, newsletters, social media videos, and posts.
- **Social Media** – Strategy, content creation, and management knowledge for Facebook, Instagram, X/Twitter, TikTok, and LinkedIn.
- **Computer Technology** – Management in Airtable, website design, MS Office and G Suite, including PowerPoint and Excel.
- **Professionalism** – Excellent written and oral communication. Highly organized, detail-oriented, and deadline-driven.
- **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.