

## Education

### Iowa State University

Expected graduation: May 2024

GPA: 4.0

Bachelor of Arts, Advertising

- Minors: English, Spanish
- 6-week study abroad at University of Valencia

## Work Experience

### Greenlee School of Journalism

Aug. 2023 – Present

Communications Writing Intern

- Write news releases, feature articles and newsletter content for the Greenlee School
- Plan and create social media content for Instagram, Facebook, Twitter, and LinkedIn

### Deksia

May 2023 – Aug. 2023

Content Intern

- Ideated, wrote, and revised copy for client social media calendars, newsletters, and blogs
- Collaborated with creative teams to create social media content
- Used Sprout Social to create monthly account reports and schedule content
- Monitored and managed accounts through Facebook Business Manager

### LAS Study Abroad

Aug. 2022 – May 2023

Study Abroad Ambassador

- Developed social media strategy and created Instagram photo, graphic and video content
- Shared my study abroad experience at class presentations and study abroad fairs
- Updated study abroad program database

### Greenlee School of Journalism

Aug. 2022 – May 2023

Peer Mentor

- Planned professional networking and social events for 2 learning communities with over 50 students
- Advised students on academic and career-related matters

## Student Involvement

### Cardinal & Gold Ad Agency Club

Jan. 2023 – May 2023

President

- Planned and led club meetings and client meetings
- Led the content team by creating project timelines, delegating work and guiding collaboration
- Executed fall campaign and increased participation from 10 to 25-30 consistently attending members

Project Manager

Jan. 2022 – Dec. 2022

## Skills

Google Workspace, Microsoft Office | Sprout Social, Facebook Business Manager, Instagram, Facebook, TikTok | Adobe Illustrator, Photoshop, InDesign, Canva | Knowledge of AP style