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Education

Bachelor of Science in Information, Communication, Technology

2021-Current

Florida State University, Tallahassee, FL

FSU Study Abroad International Program, London, United Kingdom

Summer 2023

Professional Experience

Fan Data Insights & Florida State University Information Technology Services, Tallahassee, FL - Social Media & Marketing Intern

2024-Current

- Assisted in developing and implementing social media marketing strategies to boost brand visibility and reach.
- Monitored and analyzed social media performance metrics to track the success of marketing campaigns
- Utilized graphic design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva and other relevant tools to create and edit designs.
- Utilized HubSpot for email marketing, created and shared content, and monitored performance metrics and open rates to track success of marketing campaigns.

Tally and Fin, Tallahassee, FL - Graphic Design Intern

2023-Current

- Utilized graphic design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools to create and edit designs.
- Contributed to brainstorming sessions and develop creative concepts and ideas for design projects, aligning with the company's branding and objectives.
- Adapted to changing project requirements and be open to exploring different design styles and approaches as per the project needs.
- Collaborated with the design team to create visual assets for various projects such as marketing materials, social media graphics, presentations, and websites.

Texas Roadhouse, Tallahassee, FL - Server

2021-Current

- Served guests in a fast-paced environment and managed time for an optimal experience for each guest
- Learned up-to-date knowledge of the menu and specials to proactively recommend to customers

Honeysuckle, Titusville, Fl — Server

2020-Current

- Reacted quickly to customer complaints with developed problem-solving skills
- Consistently achieved above 18% tip percentage and highest sales on the floor
- Created and shared engaging restaurant content on social media outlets

Campus and Community Experience

- Marketing Chair for FSU Association for Computer Machinery 2022-2023
 - Created a Facebook page, created flyers for Instagram posts and printed flyers for events
- Hand Selected Member of Lambda Pi Eta, a honor society for the College of Communication and Information 2023-Current