

Professional Summary

Mission-driven marketing and communications professional with a strong background in integrated campaigns, digital storytelling, and nonprofit communications. A passionate advocate for disability inclusion, currently completing a graduate thesis on neurodivergent women in corporate environments. Excels in content strategy, CRM systems and community engagement.

Skills

- Inclusive Storytelling
 - Integrated Marketing Strategy
 - CRM Database Management
 - Digital Media Analytics
- Content Development
 - Cross-Functional Teams
 - Campaign Planning
 - Community Engagement

Technical Proficiencies

Microsoft Office Suite | Salesforce | HubSpot | Adobe Premier Pro | Canva | Google Analytics| WordPress | Final Cut Pro | Clipchamp | ENPS Rundown

Professional Experience

Content Creation Photographer

The Walt Disney Company | Orlando, FL

Full-Time Regular

Disney College Program

(Aug. 2024 – Present)

(Jan. 2024 – Aug. 2024)

- Perform 100+ photography sessions daily, optimizing brand-aligned digital content with 100% compliance.
- Support event operations and logistics, improving Guest flow and on-site campaign activations by 50%.
- Achieved 100 Cast Compliments and four “Key Awards” for excellence in Guest engagement and service.

Field Supervisor/Student Staff, Pride of Niner Nation Marching Band

(Aug. 2023 - Dec. 2023)

- Supported logistics and audiovisual marketing for 15+ live performances, achieving 25% faster setups.
- Maintained \$100K+ in equipment with zero loss for over 180 band members.
- Produced post-event safety reports driving process improvement and workflows in Salesforce.

Production Assistant Intern

(Jun. 2023 - Aug. 2023)

PBS “To the Contrary” WETA-TV| Washington, DC

- Coordinated 25+ live and virtual production crews weekly, meeting 100% of broadcast schedules on time.
- Assisted in campaign development and market research, increasing digital audience engagement by 75%.
- Managed data tracking for production operations, improving workflow efficiency by 20%.

Caption Media Specialist, Office of Disability Studies

(Jan. 2023 – Dec. 2023)

University of North Carolina at Charlotte | Charlotte, NC

- Produced ADA/Section 508-compliant captions for 2,000+ digital media projects for student/user accessibility.
- Optimized content workflows, improving project turnaround times by 30%.
- Utilized Microsoft Suite tools to streamline production processes for department efficiency.

Education

University of North Carolina at Wilmington

(Expected Jul. 2025)

- Master of Arts, Integrated Marketing Communications | 4.0 | *summa cum laude*

University of North Carolina at Charlotte

- Bachelor of Arts, Communications: Mass Media | 3.89 | *magna cum laude* (Dec. 2023)
 - Minor, Music Performance