

**EDUCATION**

**W. P. Carey School of Business, Arizona State University, Tempe, AZ**  
Bachelor of Science, Marketing

August 2023 – May 2025

**Chandler-Gilbert Community College, Gilbert, AZ**  
Associate in Business

August 2020 – August 2023

**PROFESSIONAL EXPERIENCE**

**Social Media Marketing Intern, Phoenix Suns, Phoenix, AZ**

October 2024 – Present

- Collaborate with the Phoenix Suns' arena marketing team to develop and execute social media content strategies, enhancing fan engagement and brand presence across platforms like Instagram and TikTok.
- Collaborate with the arena marketing team to manage content schedules, including announcements, pre-sale, on-sale, and ongoing promotions, ensuring maximum exposure and audience reach for events.
- Collaborate with the arena marketing team to brainstorm and design front-of-house and back-of-house activations for each tour.
- Create social media recaps of shows for promoters like Live Nation by compiling key event highlights and engagement metrics, reinforcing the arena's value as a premier event venue.
- Conduct weekly competitive analysis to assess social media performance, delivering actionable insights that help the arena's marketing team adapt strategies and maintain a strong brand presence.

**Marketing Intern, Best Life Presents (VIVA PHX 2024), Phoenix, AZ**

September 2024 – October 2024

- Assisted in the development and execution of marketing campaigns for VIVA PHX 2024, leading to a 27% increase in ticket sales through targeted promotions.
- Managed VIVA PHX music festival's Instagram, boosting follower count by 16% and engagement by 18% through content creation and audience interaction.
- Collaborated with the marketing team to create innovative event promotion strategies, resulting in a 12% increase in event visibility and audience participation.

**Social Media & Digital Marketing Intern, Scottsdale Arts, Scottsdale, AZ**

June 2024 – October 2024

- Developed and pitched a social media consolidation strategy as part of the rebranding initiative, streamlining multiple accounts into one unified Scottsdale Arts profile for stronger brand identity and improved engagement.
- Conducted a competitive social media audit, identifying best practices and key trends, resulting in actionable insights that shaped the new social media strategy.
- Performed a website analysis using Hotjar, providing data-driven recommendations to improve user experience and optimize site navigation, increasing page engagement by 14%.
- Created and scheduled social media posts, crafting engaging copy and visuals, leading to a 9% increase in follower growth across platforms.

**LEADERSHIP EXPERIENCE**

**Internal Communications Assistant, Entertainment Business Association**

July 2024 – Present

- Assist in planning general member meetings, booking guest speakers, and managing the club's weekly newsletter to keep members informed and connected.

**CERTIFICATIONS**

**Music Industry Essentials Certificate, NYU Clive Davis Institute x Billboard**

August 2024

**SKILLS**

Google Analytics, Google Ad Search, Advanced Excel SEO, Social Media Management Platforms (Sprout Social, Rival IQ, Meta Business Suite, TweetDeck), Email & SMS Marketing (Klaviyo, ConvertKit, MailChimp), Adobe Creative Suite, Canva, Project Management Tools (Asana, Monday), Time Management, Communication Skills, Leadership