



Education

Duke University - Durham, NC

August 2014 - May 2018

- Psychology Major, Visual Media Studies Minor, Markets & Management Certificate
- GPA: 3.82 - Cum Laude | Study Abroad in Italy, Australia, & New York City

Work Experience

Graphic Designer, Duke Innovative Design Agency (DIDA) - Durham, NC

January 2017 - Present

- Created marketing materials for 20+ on-campus groups using Adobe Creative Suite
- Designed posters, Snapchat filters, logos, and Wordpress sites

Marketing Intern, Dade Legal Aid - Miami, FL

May 2017 - July 2017

- Implemented a plan for a more unified online presence
- Pioneered company guidelines for social media and trained full-time employees on proper usage
- Generated content for a brochure, recruitment Powerpoint, monthly newsletter and event flyers
- Attended 5 networking events to recruit more than 50 pro bono attorneys

Promotions Intern, Allied Integrated Marketing - New York, NY

September 2016 - December 2016

- Assisted Warner Bros. and Focus Features in executing 8 film directives
- Developed, pitched, and executed 3 movie-themed events for grassroots campaigns
- Researched potential partnerships to increase college and Hispanic attendance at screenings

Research Assistant, Fuqua Behavioral Lab - Durham, NC

August 2015 - May 2016

- Collaborated with graduate students to execute consumer behavior studies
- Distributed paper surveys and coded data for first-run trials of surveys
- Formulated 3 Qualtrics surveys for graduate thesis studies

Research Assistant, Marsh Cognitive Psychology Lab - Durham, NC

August 2015 - May 2016

- Researched the effects of advertisement claims on aging consumers and presented independent study results at the Cognitive Aging Conference
- Composed over 50 items of sample advertisement slogans for experimental use
- Co-developed E-Prime software, instructed over 35 research participants, and critically analyzed data with a graduate student using SPSS

Extracurricular Experience

Duke Marketing Club, Just Beat It! Event Coordinator

August 2017 - Present

- Planned the 3rd annual American Heart Association-sponsored CPR training event
- Partnered with Emergency Medical Services to provide CPR training to on-campus organizations

Gamma Phi Beta, Risk Management & Housing Manager

January 2017 - Present

- Coordinated housing selection and assignments for 36 section members
- Implemented Snapchat geofilters for 4 sorority events
- Planned social events and purchases for house members

Scale & Coin Business Society, Recruiting/Fundraising VP

August 2014 - May 2016

- Coordinated with 4 campus eateries to sponsor annual fundraisers and events
- Organized the annual charity auction and increased attendance by 50%

Volunteer Experience

Extreme Kids and Care, Caregiver - Red Hook, NY

August 2016 - November 2016

- Led educational play for 3rd, 4th, and 5th graders with mental and physical disabilities; 20+ hours

Technical Skills

- Microsoft Office; Wordpress; Weebly; Wix; Adobe Illustrator, Photoshop, & InDesign; Wordpress; Qualtrics survey design & distribution; Advanced Facebook, Instagram, & Snapchat page management; SPSS; Constant Contact mass emailing