



## WORK EXPERIENCE

### SEQL Sports

2011 - 2019

Social Media Marketing Manager

Key Brands: ROI, Kollektive, PBR, Ready Nutrition

- Developed and implemented successful social media campaigns, resulting in increased engagement rates
- Managed player outreach efforts to meet key performance indicators for social media and app-based platforms
- Collaborated with cross-functional teams to develop dynamic workflows that improved efficiency and user experience
- Maintained player/school databases to track leads and utilized data to optimize campaigns.

### DDB: Alma Advertising Agency

2011 - 2019

Integrated Production Coordinator

Key Brands: Marshall's

- Support the cross-departmental coordination of in-house and external production within multiple media: broadcast, print, digital, and experiential.
- Manage projects to guarantee the overall quality of work and ensure the project is delivered on time and within its budget.
- Identify opportunities and implement solutions to streamline client workflow.

### Resolution Agency, Omicron Media Group

2011 - 2019

(Assistant Analyst, Media Planning)

Key Brands: Draft kings, Clorox, Intuit Turbo Tax, Fox, FX

- Evaluate ongoing tv campaign performance and expenditures to determine if original media campaign goals were met.
- Act as key liaison with assigned networks to manage the accuracy of orders and changes to schedules.
- Keep abreast of programming changes and compile network availability.
- Assist analysts with research/analysis instrumental to schedule development and negotiations.

## EDUCATION HISTORY

Master's Degree, Creative Brand Management

VCU Brandcenter

Bachelor's Degree, Project Management and Business

Towson University

Analytics

Prince Georges Community

Associate's Degree, Information Technology

College

## SKILLS

- Adobe creative suite
- Chat GTP
- Project management
- Brand strategy & marketing
- Talkwalker
- Social Media Management
- Google analytics
- Certified Microsoft Specialist