

EDUCATION

University of Tennessee

Bachelor's Degree in Communication - Advertising
2022 - 2026

Relevant Courses: Advertising Principles, Advertising Design, Advertising Research, Public Relations Principles, Communication in an Information Age, and Public Speaking, Creative Strategy

SKILLS

- Adobe Suite
- Google Suite
- Report Writing and Presenting
- Social Media Management
- Critical thinking
- Strong Communication and Organizational Skills
- Leadership
- Content Creation and Ideation

EXTRACURRICULARS

FORM Community Lead

- Led community growth for FORM fitness app through social media, local events, and user onboarding, driving signups and engagement via Instagram Stories and TikTok.

Healthy Celebrations Member

- Promote health and community by leading weekly group runs, welcoming new members, and training for a marathon.

HONORS AND CREDENTIALS

Summa Cum Laude 4.0 GPA

- 2022 - Present

Dean's List

- 2022 - Present

Marketing Strategy For Designers Credential

LinkedIn Learning

- 2025

Bloomberg Finance Fundamentals

Bloomberg

- 2023

PROFESSIONAL EXPERIENCE

UTK Men's Club Soccer Social Media Intern

University of Tennessee | August 2025 - Present

- Manage social media for the men's club soccer team to grow following and engagement
- Create graphics, capture game photos, and produce video content
- Generate and pitch ideas for engaging posts
- Attend games to gather content for social media

Breaking & Entering Mastermind Cohort Member

August 2025 - Present

- Nominated by professors for creativity, leadership, and potential in advertising
- Collaborating with top ad students from major portfolio programs in exclusive sessions led by Geno Schellenberger, founder of Breaking & Entering Media
- Brainstorming, workshopping, and ideating with peers to push creative boundaries and refine portfolio work
- Exploring real-world insights from agency pros while building lasting industry connections
- Featured in the Talent Unmasked showcase—spotlighting rising talent across the ad world

BVM Magazine Social Media Manager

Neighbors of Dunes and Pine Lakes + Carolina Forest | January 2025 - May 2025

- Managed social media for two local BVM magazines
- Created and scheduled 12+ monthly posts on hyperlocal marketing tips
- Prepared monthly content decks for supervisor approval
- Researched topics and maintained regular communication with publisher

Strategic Marketing and Branding Intern

Ethos Private Wealth | May 2024 - August 2024

- Met with supervisors to plan weekly goals and long-term strategy
- Designed 10+ social media posts across three platforms
- Built an AI tool to generate platform-specific content from news articles
- Created and distributed 20+ marketing brochures via email newsletters