

PROFESSIONAL SUMMARY

A dedicated marketing professional with a passion for visual storytelling and brand communication through a background in graphic design. Equipped with a comprehensive understanding of marketing principles and strategies, complemented by practical experience in photography as well as website design. Eager to leverage creative skills and academic knowledge to drive impactful marketing campaigns that resonate with target audiences through Digital Marketing.

EDUCATION

| BACHELORS OF MARKETING

Mercyhurst University,
Erie, Pa, May 2024
GPA: 3.9

SKILLS

| TECHNICAL

Adobe Creative Suite
SEO
Canva
HTML
CRM Software
Google
Asana
WordPress
Nikon Products
Mailchimp

| PROFESSIONAL

Team Building
Problem Solving
Conflict Resolution
Client Relations
Process Improvement
Time Management

RELEVANT COURSES

Principles of Marketing
Social Media Marketing
Consumer Behavior
Advertising and Branding
Advanced Website Design
Marketing Management
Business Policy & Strategy
Sales Management

WORK EXPERIENCE

MARKETING INTERNSHIP

SocialMinded Media Group, Remote | June 2023 - September 2023

A summer internship that gave me insight and learning experience into the Marketing realm and all that it involves from day to day.

- Created Content on Canva and Adobe for about four clients in order to post on their social media accounts
- Designed, Built and Launched multiple websites using WordPress, Squarespace, and Adobe to design
- Analyzed and Corrected ADA compliance errors
- SEO and Keyword Analysis for Organic Search Results

SUMMER INTERNSHIP

Westmoreland County District Attorney's Office, Westmoreland County Courthouse, Greensburg, Pa | June 2022 - August 2022

- Organized, sought out and created material for county-wide website that I helped to build
- Assisted the District Attorney with graphics for criminal and civil court cases
- Collaborated with the Forensic Department in the DA's office, undertaking responsibilities including case file organization and providing assistance in evidence analysis.

PROFESSIONAL PHOTOGRAPHER

Images by Emma, Irwin, Pa | 2019 - Current

- Establish, own and serve as a sole photographer of an LLC providing services for portrait photography
- Work with families, seniors, special events, groups, weddings and UPMC for corporate photography, etc.
- Developed and published original social media content to promote and attract leads for prospective clients.
- Consistently collaborate with approximately 40 clients.

LEADERSHIP / VOLUNTEERING EXPERIENCE

BUSINESS CLUB PRESIDENT

Mercyhurst University, School of Business & Applied Business | May 2023 - May 2024

- Managed and oversaw club events to engage university students to attend
- Created content on Canva to post on our Instagram page

NON-PROFIT VOLUNTEER

Reflections of Grace Foundation, Irwin, Pa | 2010 - Current

- An avid and dedicated volunteer that attends all events in order to raise funds for Diffuse Intrinsic Pontine Glioma (DIPG) and other pediatric cancers.

FSAT STUDY ABROAD VOLUNTEER

United Planet, Rome, Italy | May 16th, 2023 - May 28th, 2023

- As a group of sixteen university students and professors, we traveled to Europe as a service to trip to do art with underprivileged refugees at food shelters, homeless centers, and a school for the youth

AWARDS & ACHIEVEMENTS

| HONORS PROGRAM

Phi Eta Sigma
2020

| HONORS SOCIETY

Delta Mu Delta International Honor Society in Business
2022