

## EDUCATION

### MASTER OF ARTS, EDUCATIONAL LEADERSHIP

University of Central Florida (2017)  
Orlando, Florida

### BACHELOR OF SCIENCE, COMMUNICATIONS

Old Dominion University (2013)  
Norfolk, Virginia

## TECHNICAL EXPERIENCE



## RELEVANT EXPERIENCE

### FREELANCE MARKETING/COMMUNICATIONS COORDINATOR | CLEMENTS WORLDWIDE, DATA FRIENDLY SPACE March 2020 - Present

- Develop PR, print, and digital strategy for an international insurance broker focused on expat B2B and B2C products
- Lead social and digital ad campaigns from inception to completion in order to drive sales
- Design graphics and write copy, ensuring that all creative assets meet brand standards
- Partnered with the Virginia Department of Health and Institute for Public Health Innovation to design a website, member portal, and SEO strategy for the Virginia Immunization Coalition
- Designed presentations used in international collaboration with the United Nations and other humanitarian organizations
- Crafted and edited grant proposals, website copy, presentations, etc.

### ASSISTANT DIRECTOR | OMICRON DELTA KAPPA NATIONAL LEADERSHIP HONOR SOCIETY March 2019 - March 2020

- Developed national policy and marketing strategy for more than 300 collegiate chapters and 300,000 alumni
- Led a partnership with Deloitte to evaluate the cause of a 10-year membership decline, identify key performance indicators, and develop strategy to increase membership
- Used Google Analytics to determine webpage performance, and both the standard and HTML versions of WordPress to update and write blog posts
- Utilized Constant Contact to create and schedule email marketing campaigns
- Designed the first cohesive marketing package for chapters to utilize during recruitment
- Contributed to national social media channels reaching over 7,000 followers
- Served on the strategic planning and marketing committee for the first annual OΔK National Leadership Conference

## UNIVERSITY OF CENTRAL FLORIDA

May 2015 – December 2018

### COORDINATOR | FIRST YEAR EXPERIENCE OFFICE

- Planned and facilitated orientation programs for over 17,000 new students and their guests each year
- Coordinated marketing, production and budget, and space reservations to accommodate 2,000 attendees at the National Orientation Association's Southern Regional Orientation Conference
- Coordinated the production of marketing materials, recruitment and competitive selection of 35 student orientation leaders
- Instructed the two-credit hour course, SLS 2715: Peer Leadership, for orientation team leader training
- Responsible for managing the department WordPress website
- Contributed to the office social media accounts reaching over 8,000 followers
- Maintained strong relationships with vendors and campus partners in order to implement successful programs

### COMMUNICATIONS ASSISTANT | OFFICE OF STUDENT INVOLVEMENT

- Led office marketing strategy and supervised five creative agencies totaling 45 students with an operating budget of \$200,000
- Produced content for department press releases, website, newsletters, and social media reaching over 10,000 followers
- Started a cross-agency communications council to coordinate and streamline departmental messaging
- Planned and scheduled social media content via Hootsuite
- Collected data and grew department social media following with Google Analytics and Adwords
- Coordinated all marketing and promotional material for department events via graphic design and film production
- Managed the creation, branding, and implementation of a new on-campus recording studio
- Planned and marketed Eternal Knights, UCF's annual student memorial service