

SUMMARY

Enthusiastic sports journalist eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in any related profession.

EDUCATION**Arizona State University**

Walter Cronkite School of Journalism and Mass Communication

- Sports Journalism B.A.
 - Digital Audience Minor
 - History Minor

Graduation: Spring 2022

Summa Cum Laude | Cum GPA: 3.81

SKILLS / CERTIFICATIONS

- All Microsoft Applications
- Adobe Photoshop
- Adobe Premiere
- APA Style
- Buffer / Hootsuite Inc.
- Sprout Social
- Braze
- Canva
- Social Media
- Best SEO Practices
- Google Ads Search | Display | Measurement | Video | Analytics Individual Qualification Certifications

COMMUNITY INVOLVEMENT**VICE PRESIDENT OF DOWNTOWN DEVILS' ADVOCATES**

Arizona State University | Aug 2018 – May 2021

– Gave tours to prospective students and their families around the Downtown Phoenix campus at Arizona State University

MEMBER OF CRONKITE AMBASSADORS

Walter Cronkite School | Feb 2021 – May 2022

– Gave tours around the Walter Cronkite School of Journalism and Mass Communication to prospective students and their families

MEMBER OF THE ASSOCIATION FOR WOMEN IN SPORTS MEDIA

Through the Walter Cronkite School | Aug 2018 – May 2022

– The goal is to promote and support the growth of women in sports media

OTHER INVOLVEMENT**PAUL MARTIN'S AMERICAN GRILL – Scottsdale, AZ**

Hostess | Jan 2021 – Present

Seat guests and manage the seating chart, monitor restaurant activity to determine seating and dining flow, and respond to guest inquiries and requests in a timely, friendly, and efficient manner.

RELATED JOB WORK**GOLFSHOT – Tempe, AZ**

Social Media Intern | November 2022 – Present

- Manages Golfshot's social media accounts and posts content.
- Brainstorms campaign ideas
- Monitor various social media platforms such as Facebook, Instagram, Twitter, and TikTok
- Analyzes analytics to gauge the success of campaigns
- Organically increased Instagram impressions by 63.3%, increased engagements by 56.1% and increased total audience by 16.3% from November 1st until March 31st

TPC SCOTTSDALE – Scottsdale, AZ

Outside Operations Staff | June 2022 – Present

- Greet and welcome members and guests
- Pull all golf carts to the facility to bag staging area, remove golf bags from member's and guest's cars, and load them onto carts
- Provide members with thoroughly cleaned and operating cars stocked with towels, scorecards, pencils, and divot repair material
- Ensure that the golf cart facility is always clean and orderly

PGA TOUR LIVE – Scottsdale, AZ at the Waste Management Open

Production Assistant | Feb 9 – 13, 2022

- Assisted and drove alongside a camera operator around the TPC Scottsdale Stadium golf course during the Waste Management Phoenix Open and helped assist in setting up live shots for CBS Sports and ESPN+

ADSPORT – Phoenix, AZ

Social Media Intern | May 2021 – May 2022

- Developed social media strategies for all platforms to create content for its "Revu2u" Review Company
- Utilized TubeBuddy and VidIQ on YouTube to assist with best SEO practices
- Created captivating thumbnails for YouTube videos and creative content for all social platforms—including Facebook, Instagram, and TikTok
- Implemented marketing and promotion tactics that led to a 10% increase in impressions on Instagram and a 26% interaction increase, including replies and shares

CRONKITE NEWS PHOENIX SPORTS BUREAU – Phoenix, AZ

Member of Social Media Team | August 2021 – December 2021

- Managed social media accounts for Cronkite News: Sports; including Twitter, Instagram, Facebook, and TikTok
- Published and webbed up stories onto Cronkite News' website

CRONKITE DIGITAL AUDIENCE LAB – Phoenix, AZ

Member of the Lab | Jan 2021 – May 2021

- Executed search engine optimization (SEO) to improve clients' website visibility and traffic
- Built and maintained paid search, organic, and social media campaigns on LinkedIn, Google Ads, Facebook Business Manager, and Google Analytics including A/B testing
- Generated weekly and monthly reports that measure key performance indicators (KPI)

KNOODLE – Phoenix, AZ

Social Media / PR Intern | Sep 2020 – Dec 2020

- Created informative and entertaining posts for client's Twitter, Facebook, and Instagram pages
- Utilized best practices for SEO optimization to boost social media program's visibility
- Analyzed social media campaigns and activities to promote engagement and made recommendations for enhancement
- Created media pitches, press releases, feature stories, bylined articles, social media posts, blog posts, etc.