

<b>EDUCATION</b>	<b>VANDERBILT UNIVERSITY</b> <b>OWEN GRADUATE SCHOOL OF MANAGEMENT</b> Master of Marketing, May 2025 <ul style="list-style-type: none"><li>GPA: 3.661</li><li>Coursework includes: Brand Management, Marketing Analytics, Strategy, Branding, and Consumer Behavior</li><li>Active in: Owen Marketing Association, Women's Business Association, and Anchor Marketing</li></ul>	<b>Nashville, TN</b>
	<b>CENTRE COLLEGE</b> Bachelor of Arts, May 2023 Major: Art History; Minor: Studio Art <ul style="list-style-type: none"><li>GPA: 3.387</li><li>Honors: Selected Student Representative of the Art Department Advisory Committee</li><li>Leadership: Member of The National Society of Leadership and Success</li><li>International Studies in London, England (Spring 2022), Spain and Morocco (Winter 2023)</li></ul>	<b>Danville, KY</b>
<b>EXPERIENCE</b>	<b>MP&amp;F Strategic Communications</b> <i>Marketing Communications Intern</i> <ul style="list-style-type: none"><li>Contributed to strategy, research, and execution across four client teams, supporting high-profile campaigns</li><li>Assisted in developing Little Debbie's <i>Muffin Man Tour</i>, a multi-city campaign for the Mini Muffins line</li><li>Selected as the first intern to work on MP&amp;F's marketing, partnering with the Director of Marketing to strengthen brand positioning through a website revamp and a community engagement event series</li><li>Supported Solstice Senior Living's website and email marketing efforts, optimizing segmentation</li><li>Provided PR support to Nashville Children's Theatre, crafting press releases and securing media placements</li></ul>	<b>Nashville, TN</b>
	<b>BISBY</b> <i>Assistant Brand Coordinator</i> <ul style="list-style-type: none"><li>Strategized and executed high-impact campaigns to drive conversions, brand awareness, and engagement</li><li>Served as a liaison for our PR and Advertising firms, ensuring alignment of messaging to maximize coverage</li><li>Utilized design and videography skills to create ads, social media content, and emails, including an advertisement that generated over \$25k in revenue</li><li>Represented the brand at markets, driving record sales for two consecutive seasons and forging partnerships</li><li>Pitched brand collaborations to drive cross-promotional opportunities and increase brand visibility</li><li>Managed manufacturers, negotiated pricing, and oversaw the production process to maintain quality standards</li><li>Established and maintained relationships with key industry influencers to expand brand reach</li></ul>	<b>Lexington, KY</b>
	<b>TWINSPIRES : Churchill Downs Inc.</b> <i>Player Services Operator</i> <ul style="list-style-type: none"><li>Responded to customer inbound calls, placing wagers and ensuring quick and accurate transactions</li><li>Adapted to new systems quickly and applied processes simultaneously in fast-paced, time-sensitive situations</li></ul>	<b>Lexington, KY</b>
	<b>BISBY &amp; LITTLE ENGLISH</b> <i>Summer Intern</i> <ul style="list-style-type: none"><li>Traveled to support the brand at market and at photoshoots with videography throughout the school year</li><li>Strategized post timelines, promotion ideas and taglines</li><li>Crafted Marketing campaigns, email graphics, and YouTube Ads to enhance brand awareness</li></ul>	<b>Lexington, KY</b>
<b>LEADERSHIP</b>	<b>KAPPA ALPHA THETA, Epsilon Eta Chapter</b> <i>Assistant Social Media Chair</i> <ul style="list-style-type: none"><li>Strategized posts, video content, and graphics to effectively promote recruitment events</li><li>Conducted interviews with chapter members to create personal social media content, enhancing promotion and community engagement</li></ul>	<b>Danville, KY</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>Computer Skills: Shopify, Adobe Suite, Microsoft Office Suite, SPSS, Further, WordPress, and Klaviyo</li><li>Interests: photography, writing, painting, traveling, Indian food, and planning my next adventure</li></ul>	