**EDUCATION**

**University of San Diego, Knauss School of Business San Diego, CA**

Bachelor of Business Administration in Marketing, Minor in Management  *Class of 2024*

Summa Cum Laude, Honors Program- GPA: 3.94

Related Coursework: Consumer Behavior, Marketing Strategy, Marketing Research, Digital Marketing, Marketing Thesis

**CAREER EXPERIENCE**

**Hostess/Server Assistant April 2024-Present**

*Postino San Diego, CA*

* Provide customer service by greeting guests, managing reservations, and ensuring efficient seating charts
* Support waitstaff by assisting with table setups, clearing tables, and promptly attending to guests’ needs
* Utilize team service to maintain cleanliness and organization to create the ultimate dining experience

**Vice President of Public Relations & Marketing Jan. 2023-Jan. 2024**

*University of San Diego Panhellenic Organization San Diego, CA*

* Increased Instagram follower count by over 350+ and user engagement 25% over the duration of a year
* Designed marketing materials such as advertisements and apparel to promote Greek life across campus
* Managed the digital presence of Panhellenic by posting weekly and coordinating the social media calendar

**Marketing Intern May 2022- Aug. 2022**

*Someburros Chandler, AZ*

* Assisted in the photography, editing, and creation of advertisements and social media posts
* Coordinated the social media monthly calendar to promote the restaurant effectively across 4 platforms
* Supported the Chief Marketing Officer with any tasks needed and assigned to support the company

**LEADERSHIP EXPERIENCE**

**Director of Outreach Aug. 2023-May 2024**

*American Marketing Association, USD Chapter San Diego, CA*

* Recruited 30+ companies to secure speaking engagements for informative marketing-related events
* Led outreach efforts to bring marketing professionals to campus to connect and network with 50 members
* Identified emerging marketing trends, ensuring our organization remains at the forefront of relevant marketing

**Potential New Member Business Master Aug. 2022-May 2023**

*Phi Chi Theta Business Fraternity San Diego, CA*

* Arranged weekly meetings to focus on the advancement of professional business skills for new members
* Guided 56 potential new members through the professional development 7-week initiation process
* Served as a liaison between potential new members and active members to ensure effective integration

**SKILLS**

**Proficient in:** Canva, Social Media (Instagram, TikTok, Facebook, LinkedIn), Adobe Creative Cloud (Lightroom, Photoshop, Firefly), Tableau, Qualtrics, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form), Zoom, Sprout Social

**Certifications:** Microsoft Excel Certified, HubSpot Digital Advertising Certified