

Education	<p>The University of North Carolina at Chapel Hill B.A., Media and Journalism, Public Relations Specialization Chemistry Minor Staples High School Westport, CT</p>	Expected, May 2019
Experience	<p>The HOTH White Label SEO Service <i>Freelance Content Writer</i>; part-time SEO and digital content writer for the HOTH's clients across multiple industries</p> <ul style="list-style-type: none"> • 2nd article ever completed with the HOTH was approved by the quality control team with no revisions needed • Adopted an assignment concerning radiator replacement after the client declined 3 versions from a coworker; successfully researched and wrote the SEO-optimized piece from scratch and additionally had it approved by quality control and the client in 1 attempt 	March 2018-present
	<p>Carolina Campus Community Garden <i>Social Media Intern</i>; shares the garden's mission and daily work to provide UNC-CH's low-wage workers with fresh produce over social media; copywrites for recruitment and event coordination</p> <ul style="list-style-type: none"> • Implemented Facebook Live and promotion strategy, increasing reach by 5x in Quarter 4 of 2017 • Coordinated "Weed Dating" event and partnership with Epsilon Eta Environmental Fraternity, reaching 9,000 individuals and donating 136 pounds of produce 	Fall 2017-present
	<p>Renting the Rain (www.rentingtherain.com) <i>Founder and Blogger</i>; created the mental health and lifestyle-based RtR brand, blog, and online store in August of 2017;</p> <ul style="list-style-type: none"> • Creates original content and implements marketing strategy on regular schedule • Recipient of the 2017 Liebster and Mystery Blogger Awards • Increased Facebook reach to 9,000 from 0 in first quarter of founding • Averages 50,700+ monthly views on Pinterest • Showcased in the MONA Biennial Gallery • Partnered with Vera Bradley and CORT Furniture Rental on social media campaigns 	August 2017-present
	<p>UNC-Chapel Hill Asian Students Association <i>Blog Head</i>; in charge of the Here: Asian American Pacific Islander blog focusing on giving students of AAPI identities a safe platform for discussion</p> <ul style="list-style-type: none"> • Led the launch and creation of the blog's existence and digital safe space • Copywrites and manages content creators of the blog, compiling article release • Manages web and domain hosting, codes for site efficiency 	Fall 2017-present
	<p>The Saugatuck Rowing Club <i>Social Media & Marketing Intern</i>; Implemented cross-platform social media strategy to reach further customer publics; designed graphics for menu and holiday events</p> <ul style="list-style-type: none"> • Led company-wide transition into an electronic payment system 	2015-2016
Leadership	<p>Kappa Phi Lambda Sorority, Inc. (Cultural Organization) <i>Community Service, Philanthropy, and Recruitment Chairs</i>; planned and executed 7 events in 2 weeks, using only 25% of allocated budget, without sacrificing quality, and resulting in 75% savings; winner of the 2018 National Kappa Social Media Competition for mental health and self-care promotions</p>	Fall 2016-present
	<p>Students with Interracial Legacies Club <i>Executive Board, Secretary</i>; led discussion meetings on diversity and minorities in the workplace concerning the U.S. Equal Employment Opportunity Commission</p>	Fall 2017
	<p>UNC Department of Chemistry Analytical Honors Lab Trained on a Hitachi 4700 SEM and a PerkinElmer Model 3100 Absorption/Emission Spectrometer for a 3-person honors research project on the galvanization of steel dispensers</p>	Spring 2016
Relevant Coursework	<p>School of Media and Journalism Principles of Advertising and Public Relations; Media Ethics; Writing and Reporting. Current: PR Writing; PR Case Studies; Advertising and PR Research Methods; Intro to Digital Storytelling English and Comparative Literature Introduction to Literary Studies; English Composition and Rhetoric Studio Art Core Concepts of Video Art and Editing; Drawing and Composition</p>	

Skills

<p>Social Media & Marketing</p> <ul style="list-style-type: none"> • Google AdWords • Google AdSense • Amazon Associates • ShareASale • Youtube • Instagram • Twitter • Facebook • Snapchat • Pinterest, Tailwind 	<p>Design</p> <ul style="list-style-type: none"> • Adobe Creative Suite • Photoshop • Illustrator • InDesign • Canva • DSLR 60 & 70 • Wacom Cintiq 	<p>Online Hosting</p> <ul style="list-style-type: none"> • SiteGround • HostGator • GoDaddy • Namecheap • MailChimp • ConvertKit • WordPress • Genesis Framework 	<p>Microsoft Office</p> <ul style="list-style-type: none"> • Word • Excel • Powerpoint • Outlook • OneNote • OneDrive 	<p>Video</p> <ul style="list-style-type: none"> • Final Cut Pro • Camtasia 4 • DSLR 60 & 70 • Canon Powershot G7 X
--	--	---	--	---