

## EDUCATION

- University of Wisconsin**, School of Human Ecology, *Madison, WI* 2025  
*Bachelor of Science in Consumer Behavior Marketplace Studies | Certificates in Entrepreneurship and Digital Studies*  
 . GPA: 3.772  
 . Study Abroad: CEA Abroad Madrid Spring 2024 Spring 2024  
 . Dean's Honor List: Spring 2021, Fall 2022, Fall 2023

## PROFESSIONAL EXPERIENCE

### PURPLE PR, NYC

**Beauty PR Intern** June–August 2024

- . Track and clip media coverage for brands including Refy, Augustinus Bader, and Parfums de Marly
- . Coordinate product send outs for prominent brands such as Refy, Makeup by Mario, Maison Francis Kurkdjian, Parfumes de Marly, Le Labo, and Sol de Janeiro
- . Craft compelling pitches for high-profile clients such as Makeup by Mario, Refy, and ILIA Beauty

### Ruff Communications, *Virtual Intern*

**Beauty PR Intern** September 2023 - January 2024

- . Conducted comprehensive media reports for clients
- . Assisted in crafting compelling pitches, contributing to successful media placements in publications such as Allure, Vogue, and Cosmopolitan

### Miami Swim Week, *Miami, FL*

**Social Media Marketing** May – August 2022  
June 2024

- . Created all social media stories during Miami Swim Week and successfully increased the brand's online presence
- . Formed a deep understanding of target audience while providing engaging content, and reporting on performance metrics

### We Are BMF Public Relations, NYC

**PR Intern** June - August 2023

- . Created pitches, conducted audits, collaborated on new client decks, and actively managed digital media channels
- . Compiled and distributed weekly trend and media reports

### Select Models Miami, *Miami, FL & Virtual at UW- Madison*

**Stylist, Social Media Management, and Images Intern** July 2022 – March 2023

- . Selected and styled clothing and accessories as well as choosing high-quality images based on client demands
- . Demonstrated my attention to detail, creativity, and an understanding of current fashion and photography trends

### Shawn Warren Jewelry, NYC

**Part-Time social media and sales rep** June - August 2023  
June - August 2024

- . Part-Time social media and sales rep

### Who's That Girl? LLC

**Founder** January 2021 - Present

- . Responsible for jewelry product development, marketing, financial management, and customer service

## SCHOOL CLUBS & ORGANIZATIONS

### Badgers Against Hate, *Co-Founder & President*

October 2023 - Present

- . Featured in prominent publications, including the Washington Post and Wisconsin State Journal
- . Successfully raised over \$40.5K

### Runway of Dreams, *Marketing and Social Media VP*

February 2023 - May 2024

- . Club's marketing and communications assets leader and creative leader of mission awareness.

- . Manage club's social media postings

### The Dish Wisconsin, *Social Media Advisor*

November 2021 - 2023

- . Requires a strong understanding of media platforms

### Best Buddies, *Active Member*

September 2022 - 2024

### Alpha Epsilon Phi Sorority, *Former Design Chair*

September 2021- 2023

- . Charged with promoting the chapter and its events in the community while creating and implementing marketing and advertising campaigns, maintaining the chapter's social media accounts, and designing promotional materials