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EDUCATION

University of North Carolina at Chapel Hill
B.A., Media and Journalism – Public Relations
Second Major in Political Science
Graduated May 2016 with Distinction

WORK EXPERIENCE

Marketing Coordinator

September 2016 – Present

ARA, A Newmark Company, Chapel Hill, N.C.

- Design and produce marketing materials, including fliers, offering memoranda, email blasts, announcements, presentations, maps, aerials, broker opinions of value and market reports
- Execute marketing projects from inception to delivery by working with outside vendors, producing drafts, collaborating with team members and sending finished materials to print within tight deadlines
- Foster relationships with clients by going the extra mile and providing innovative solutions

Art Director

January 2016 – May 2016

Savvy Magazine, Chapel Hill, N.C.

- Led team of nine designers in creation of 50-page startup entertainment and pop culture magazine
- Collaborated with team of five editors and mediated conflict between writing and design teams
- Developed eight-page style guide and template to facilitate seamless design

Marketing Intern

May 2014 – December 2014

Carolina Dining Services, Chapel Hill, N.C.

- Worked with four team members to create informative and persuasive presentation; delivered presentation to 600-person audiences at 13 new-student orientations
- Introduced dining options to incoming students and parents; offered professional and personal advice that simultaneously fit student needs and promoted CDS
- Gathered student feedback by creating and distributing research surveys

LEADERSHIP EXPERIENCE

President

May 2015 – December 2015

Alpha Phi Omega, Community Service Fraternity

- Directed 14 weekly meetings to inform and engage 140 members who collectively volunteered more than 5,500 hours of time to service
- Oversaw planning and execution of more than 100 service projects, 50 social events and three fundraisers that raised \$6,077 for local charities
- Instituted procedures to ensure accountability of leaders, promote recognition of dedicated members, and maintain transparent communication between leaders and members
- Recognized by 92 percent of active membership as prepared or very prepared for weekly meetings and 89 percent as having good or very good communication

HONORS

John H. Stembler, Jr. Scholar

Selected to attend Burch Field Research Seminar in summer of 2015

- Visited offices of seven international organizations in Bosnia and Herzegovina, Kosovo and Austria over six-week period to study intervention in the postwar Balkan region
- Wrote 17-page research paper that examined the international community's role in promoting media freedom in Bosnia and Herzegovina since 1995

Dean's List seven consecutive semesters

SKILLS

Comprehensive knowledge of social media tools, Buffer, WordPress and intermediate HTML/CSS
Extremely proficient with Adobe InDesign, Illustrator and Photoshop; Microsoft Office