



PROFESSIONAL EXPERIENCE

Digital Media Strategist

Within

2024-Present

- Actively provide trained digital marketing insight to clients

Marketing Specialist

GoodSports USA & Allaire Country Day

2019-2024

- Spearheaded D2C marketing through digital and print media
- Built and maintained customer relationships
- Drastically increased social following (x250%)

Marketing Team Leader & Supervisor of Photography

Campus Recreation — URI

2021-2024

- Led photography division, building timelines and managing schedules for four employees
- Pitched and launched two cohesive campaigns with record-setting KPI results
- Liaised between marketing team and umbrella organization of 350+ employees
- Created GFX assets and branding components
- Taught interactive lessons to developing team members

Museum & Education Intern

International Tennis Hall of Fame

2024

- Researched sport history and industry activity to generate engaging content
- Handled physical organization and tracking of archival materials
- Troubleshoot exhibit displays through ITHF Content Management System

Contractor & Intern

Moonshot Productions

2023

- Assisted production on ESPN *Monday Night Football* promotional shoot
- Drove *Stroll Magazine* engagement through creative feature stories

Creative Marketer & Videographer

University of Rhode Island Athletics

2022-2023

- Generated purposeful video projects to draw attendance for athletic events
- Delivered content in team setting with single-day turnaround times

Co-Founder, Brand Manager & Head of Videography

Endure Media

2021-2022

- Promoted NCAA and professional athletes through cohesive video productions

EDUCATION

University of Rhode Island

Bachelor's Degree

GPA: 3.92 | May 2024

- Communications Studies & Sports Media
- Honors Program

AWARDS



President's Award for Academic Excellence

URI Sports Media

2024



Employee of the Year

Campus Recreation Marketing

2024

PROFICIENCIES & SKILLS

- Adobe Creative Cloud
- Microsoft & Google suites
- SPSS sata analytics
- Effective written and verbal communication
- Photography and videography skills
- Problem solving and critical thinking
- Ability to multitask
- Adaptability and flexibility
- Organizational skills