

experience

Student Intern

Alumni Relations Office – Syracuse University, Syracuse NY (Aug 2013-Present)

- . Assisted alumni in person as well as over the phone
- . Corresponded daily with 20+ alumni via email
- . Led campus tours and registered alumni at check-in desk during Alumni Weekend

Leadership

GE Leadership at Work Series – Syracuse University, Syracuse NY (April 12-13 2013)

- . Participated in group problem solving activities
- . Interacted with GE professionals and received advice on how to act in interviews
- . Learned and practiced public speaking skills

Writer

Syracuse Unpeeled – Syracuse University, Syracuse NY (September 2013-Present)

- . Researched 5-10 local, national and global news stories weekly
- . Collaborated at weekly meetings with writers to write script for the news segment
- . Wrote and posted news stories to the show's online blog weekly

Writer

Intro Advertising Course – Syracuse University, Syracuse NY (Jan 2013-May 2013)

- . Created a new advertising campaign for a pre-existing brand (5-Hour Energy)
- . Wrote a situational analysis, executive summary and SWOT analysis for the brand
- . Conducted background research on the brand and its market using MRI+ and Simmons OneView and AdSpender
- . Created new print/online ads for 5-Hour Energy

Graphic Designer

Intro Graphic Design Course – Syracuse University, Syracuse NY (September 2013-December 2012)

- . Used Adobe InDesign, Illustrator and Photoshop to design 4 projects
- . Designed and created a poster for the Empty Bowls charity event
- . Designed a website layout for the Special Olympics' annual Penguin Plunge event

Producer

Intro Film Making Course – Syracuse University, Syracuse NY (September 2013-December 2013)

- . Learned how to use boom mics, wireless lapel mics and flex fills for filming
- . Wrote the script for a 4 minute fiction film
- . Filmed and edited a 4 minute documentary on composting at SU
- . Wrote, filmed and edited a 30 second PSA for a texting and driving campaign

skills

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Final Cut Pro, MRI+, WordPress, Microsoft Excel, Word and PowerPoint, conversational Spanish, Facebook and Twitter

education

Syracuse University – Syracuse, NY

S.I. Newhouse School of Public Communications

Bachelor of Science: Advertising May 2016

Minor: Marketing, Spanish

GPA: 3.95, Dean's List (All semesters)