**EDUCATION**

**University of Pennsylvania, College of Arts and Sciences,** Philadelphia, PA                  Expected May 2019

*Bachelor of Arts, Cognitive Science; Minor: Consumer Psychology Cumulative* *GPA: 3.2*

**Honors/Awards:** National Society for Leadership and Success, Benjamin Franklin Scholar, Onyx Honor Society Recognition

**Dunlap High School**, Dunlap, IL Aug 2011 - May 2015

**Relevant Coursework:** Marketing Strategy&Technology, BusinessDecision Processes, Intro to Statistics, Psychology, Neuroscience

**EXPERIENCE**

**NBCUniversal Inc.,** New York, NY Jun 2018 - Aug 2018

*Advertising Sales Intern*

* Created Request for Proposals (RFPs) for prospective clients on multiple network shows in order to outline the details of the partnership and enhance brand activation
* Finalized documents and on-air advertising segments for clients to sell relevant advertisements based on airtime availability

**Jarvus Innovations,** Philadelphia, PA Jun 2017 - Aug 2017

*Sales and Marketing Intern*

* Led a sales force team of 4 other interns in collecting industry data and conducting research surveys to better understand and measure both West Philadelphia restaurant data needs and future company positioning
* Onboarded 5 new clients for Jarvus restaurant sales in one month after consulting with each to determine how Jarvus would drive ROI for the client, resulting in a 67% increase in mobile app adoption

**Philly Startup Leaders Fellowship,** Philadelphia, PA Jun 2017 - Aug 2017

*2017 Summer Fellow Member*

* Chosen out of 308 applicants as one of the top 15 to collaborate in the *Start. Stay. Grow.* fellowship
* Coordinated with a team of 5 to evaluate market data based on extensive research to enhance and inform multiple business decisions for various startups across the country

**Philadelphia Technical.ly Website,** Philadelphia, PA Oct 2016

*Technology Entrepreneur Guest Writer*

* Published in an online article about the Philadelphia technology scene, obtaining 500+ views and garnering audience engagement and social shares

**LEADERSHIP & ACTIVITIES**

***The Daily Pennsylvanian* Business Analyst**, Philadelphia, PA February 2019 - Present

*University of Pennsylvania Independent Student Newspaper*

* Collaborate on a team of 3 to analyze user behavior for trial campaigns and to improve UI website design
* Run regressions using R to generate hypotheses and analyze Google Analytics trends

**Fitalyst: The Fitness Catalyst Co-Founder, CMO,** Philadelphia, PA May 2017 - Present

*B2B2C Behavioral Science Integrated Wellness Platform*

* Analyzed research data to better understand the psyche and health motivations of the student consumer
* Created strategic online and offline marketing campaigns to engage both businesses and users in effective and integrative benefit

***Daily Inspiration* Startup Founder and CEO**

*Mindfulness and Meditation Website*Aug 2017 - Aug 2018

* Developed a website where users can download personalized “words of wisdom” to enhance their lives through daily meditation
* Interpreted data analytics using Google Adwords and Bing Ads to revise and improve website content

**FIFA International Women’s Soccer**, Guyana, South America May 2018 - Present

*Guyana Women’s National Fútbol World Cup and Olympics Team*

**Red and Blue Crew Vice President of Marketing,** Philadelphia, PA Aug 2017 - Dec 2017

*Marketing and Social Promotions*

* Collaborated with 8 board members to improve social presence of sports on campus through digital marketing campaigns, increasing overall sports attendance by 15% in one month
* Planned fan events by partnering with Penn Athletics, Penn sports’ mobile app, various food vendors and local music companies

**Penn Emerging Scholars Program (PESP)**, Philadelphia, PA Feb 2017 - May 2017

*Computer Science Team Member*

* Chosen out of 100+ applicants as one of 15 to attend workshops aimed at developing analytical skills used in computer science

**NCAA Division I Varsity Athlete,** Philadelphia, PA Aug 2015 - Nov 2016

*University of Pennsylvania Varsity Women’s Soccer*  **SKILLS**

* Proficient in Google Analytics, HTML, Java, iOS programming, Adobe Premiere Pro; working knowledge of R, SQL, Python
* Competent in Spanish; working knowledge of American Sign Language (ASL)