

EDUCATION

MA in Public Relations | BA in Public Relations | Media Analytics Certificate
Grady College of Journalism and Mass Communications, University of Georgia

EXPERIENCE

Randstad / Cella (on contract with Diablo Tools) | Marketing Coordinator | July 2025 -Present

- Support national marketing initiatives at Diablo Tools by coordinating campaign execution, analyzing performance data, and managing creative assets across digital and retail channels.

The University of Georgia | Work-Study Program Participant and Social Media Marketing Manager | August 2020 -Present

- Manage digital and physical organization of author submissions for *The Georgia Review*, enhancing workflow efficiency for Spring, Summer and Winter editions.
- **Organize and facilitate over 30 campus events**, contributing to increased student participation and engagement.
- Develop proficiency in **Excel, Mail Merge, Photoshop and InDesign** to support various departmental tasks.
- Design custom graphics for Elevate Couples Georgia to drive engagement and strengthen audience connection. **Lead several paid ad campaigns**, boosting brand visibility and client engagement.
- **Awarded 1st place award** for Marketing and Social Media strategy from the Georgia Extension Association of Family & Consumer Sciences (GEAFCS), recognizing excellence in campaign execution and team collaboration.
- Design and monitor communications plans by tracking social media analytics and adjusting strategies for optimized outreach and impact.

Engel & Völkers Atlanta | Marketing and Website Coordinator | February 2025 - July 2025

- Support real estate advisors by managing listing prep and maintaining up-to-date CMS/CRM systems.
- Audit and update website content regularly to maintain accurate property/advisor information and optimize **SEO**.
- Coordinate marketing materials and digital advertising to ensure timely and professional listing launches. Assist with social media scheduling and performance tracking to enhance brand visibility and engagement.

Suzanne Greub Real Estate | Brand Strategist (Freelance) | September 2024 - May 2025

- Develop a luxury-oriented brand identity by **designing fonts, color schemes, and logos**.
- Build and manage social media profiles, creating a consistent posting strategy to attract high-value clientele.

Spa Peau Parfaite | Project Manager (Freelance) | October 2024 - February 2025

- Organize a model call campaign, recruiting **20+** participants and securing agreements for before/after photos, online reviews, and social media tags to maximize marketing impact.
- Plan and execute a grand opening event with **50+ RSVPs**, overseeing all logistics and promotional efforts.
- Lead several paid advertising campaigns across Google, Eventbrite and Meta platforms, significantly boosting brand visibility and driving client engagement.

Choice Media and Communications | Digital Media Intern | January 2024 - May 2024

- Develop comprehensive communications plans for **10** projects, covering sales, PR, newsletters and branding.
- Support **20** website updates, manage over **100** social media posts, facilitate **3** webinars/events, automate **20** email campaigns and transcribe **3** podcasts.
- Curate content for the CEO's TikTok and Instagram, **growing follower count by 25%** and enhancing online presence.
- **Create press releases, content calendars, media lists, blogs** and other communication materials to effectively convey key messages and maintain consistent brand representation.

Women Help Women – Self-Managed Abortion; Safe & Supported | Public Relations Intern | June 2023 - September 2023

- Create and execute a social media campaign providing accurate abortion information, **resulting in 18.1K views and a 95.4% increase in engagement in just two months**.
- Create original PR materials and collaborate on content calendar development. Research abortion laws and policies to inform content and provide followers with reliable information.

SKILLS

- **Consumer Research Foundations Certificate** – Brandwatch, Issued April 2025

- **Social and Behavioral Research** – CITI Program, Issued August 2023 | Expires August 2028

- **Social and Behavioral Research – Internet** – CITI Program, Issued August 2023 | Expires August 2028

- **Technical Proficiency:** Canva, Hootsuite, Later, Buffer (Social Media Tools), HubSpot, Constant Contact, Kajabi (Email & CRM Platforms), WordPress, Wix, SquareSpace, Lofty (Website & CMS Tools), Google Suite, Dropbox, SmartSheet (Productivity & Collaboration), Asana, Slack, Zoom (Project Management & Communication)
- **Creative and Analytical:** Strong understanding of SEO/SEM principles, with proven skills in copywriting, graphic design, and website development. Experienced in data-driven decision-making, social media strategy, brand management, and time management.