

EDUCATION

UNIVERSITY OF OREGON PUBLIC RELATIONS *Fall 2017 - Spring 2020*

Majored in Public Relations with a minor in Anthropology. Graduated Cum Laude in Spring 2020.

SKILLS

- Adobe Suite
- Web Design
- Email and Editorial Pitch Writing
- Microsoft Office Suite
- Journalistic Writing
- Press Release Construction
- Extensive Public Speaking
- Community Outreach
- Project Management
- Copy Editing
- Diversity, Equity and Inclusion Strategist
- Social Media Management
- Photography

AWARDS AND RECOGNITION

- Graduated Cum Laude in Public Relations from University of Oregon
- Member of Kappa Tau Alpha for achieving a GPA in the top 10 percent of the SOJC
- University of Oregon Dean's List 2017-2020
- Excellence in Undergraduate Writing Award from the University of Oregon
- Hall of Achievement Scholarship Recipient

EXPERIENCE

JESUIT HIGH SCHOOL

MARKETING AND COMMUNICATIONS SPECIALIST | *Fall 2020 - Present*

- Manages Jesuit High School's social media accounts. Maintains and executes active social media communication strategies
- Administer of digital marketing tools - builds emails, constructs newsletters, designs graphics for marketing use
- Updates, manages, and designs the mission-driven school website
- Strategizes and collaborates on fundraising initiatives and campaigns
- Writes, edits, and designs for the *Age Quod Agis* magazine

A. WORDSMITH

PR COORDINATOR | *Summer 2020 - Fall 2020*

- Constructed pitches for five accounts and secured upwards of 10 contributed articles
- Designed social media content calendars and oversaw Buffer for three accounts
- Led the marketing committee by facilitating firm outreach and Thought Leadership initiatives
- Wrote blog posts, strategized DEI programs, constructed media lists, and researched media monitoring

ALLEN HALL PUBLIC RELATIONS

ACCOUNT SUPERVISOR | *Camellia Grove Kombucha | Fall 2019 - Spring 2021*

- Increased brand awareness by 400% within the Portland and Eugene communities
- Designed social media content for Instagram, Facebook, Twitter, and Pinterest
- Constructed and implemented a Portland-wide brand campaign
- Managed crisis communication during COVID-19

ACCOUNT EXECUTIVE | *Downtown Eugene Merchants | Fall 2018 - Spring 2019*

- Fostered partnerships with 70 Eugene businesses
- Increased weekly social media profile views by 385%
- Developed blog posts which received over 2,000 interactions

ENVISION MAGAZINE

EDITOR-IN-CHIEF | *Fall 2019 - Spring 2020*

- Oversaw 20 staff members and 5 executive directors
- Facilitated the production of two print editions per year and a year-round online website
- Collaborated with sustainability groups at University of Oregon
- Executed administrative work in collaboration with ASUO

PROVIDENCE HEALTH & SERVICES

INTERNAL COMMUNICATIONS INTERN | *Summer 2019*

- Wrote over 50 articles which received over 50,000 views and reached 22,000 employees
- Constructed feature articles, event announcements, and news coverage
- Interviewed Providence employees and community members
- Ran Providence's social media site "In Our Circle"
- Tracked story engagement through Google Analytics