



EXPERIENCE

Camp ADventure Program with VCU AdClub Art Director

June 2020 - Aug 2020
Remote

- Responsible for creative visual assets for a 5-year multichannel fundraising campaign for the International Center for Missing & Exploited Children (ICMEC) from concept to execution

VP Records Marketing and PR Intern

July 2019 - Aug 2019
New York, NY

- Acted as the publicist at reggae music festival by scheduling and organizing interviews between the press & headlining artists
- Researched and contacted press contacts utilizing Cision and Chartmetrics, and analyzed competitor marketing trends & sales
- Collaborated on presentation to management on strategies to increase audience engagement and connect with influencers

Discovery Rotational Intern

Mar 2019 - May 2019
Sydney, Australia

- Wrote press releases, edited videos, & wrote copy for Discovery's markets in Australia and New Zealand
- Developed spreadsheets on Excel for the Marketing & Programming Departments to be distributed across the company

SELFEE Social Media & Operations Intern

July 2018 - Dec 2019
New York, NY

- Operated edible ink printers and interacted with thousands of clients at trade shows, corporate events, and experiential events
- Staged, photographed, and edited social media content

Limebeat | Ense Marketing Intern

July 2017 - Aug 2017
New York, NY

- Wrote copy and created graphics for the audio production studio's social media
- Produced creative content, edited audio, and conducted interviews for Ense, a startup social media app
- Researched and pursued strategic partnerships for Ense

EDUCATION

Boston University
*Bachelor of Science in Communication
with an emphasis in Advertising*

Graduated Jan 2020
Boston, MA
GPA: 3.64

- Minor in History
- College of Communication Ambassador
- WTBU Radio (Radio Show Creator & Host)
- Asian Student Union (Senior Advisor)
- BUTV10 (Crew Member)

SKILLS

Adobe Creative Suite
• Premiere • Illustrator
• InDesign • Photoshop
• Lightroom • After Effects
Microsoft Office Suite
Copywriting
Final Cut Pro
HTML/ CSS
Google Suite

