

**Duke Student**

Phone Number | Email | LinkedIn Link

**EDUCATION**

Duke University – Durham, NC	Start Date – End Date
<ul style="list-style-type: none"> <li>• <b>Major:</b> Economics; <b>Minor:</b> Cultural Anthropology; <b>Certificate:</b> Markets and Management</li> <li>• <b>Relevant Coursework:</b> Intermediate Microeconomics, Intermediate Macroeconomics, Advertising in Society</li> </ul>	GPA: 0.0/4.0

**RELEVANT EXPERIENCE**

Varo Bank – <i>Integrated Marketing Intern</i>	May 2022 – July 2022
<ul style="list-style-type: none"> <li>• Curated and executed a thought leadership content series to support leadership development and create a source for collective inspiration for the first FDIC insured neobank</li> <li>• Collaborated with external creative agency to ensure high quality content was produced and shared through the thought leadership series</li> <li>• Supported and synthesized research efforts related to value proposition and consumer insights development</li> </ul>	

Quadpack Industries – <i>Product Communications Assistant</i>	September 2021 – December 2021
<ul style="list-style-type: none"> <li>• Investigated marketing potential of Instagram and Pinterest to provide strategy recommendation for the cosmetics and fragrance packaging company’s Product Communications team</li> <li>• Analyzed performance of all social media channels via Google Analytics and Instagram Insights</li> <li>• Contributed to campaign strategy development through generation of design concepts and brand identity curation</li> </ul>	

Estée Lauder Companies – <i>Global Consumer Engagement Intern</i>	January 2021 – May 2021
<ul style="list-style-type: none"> <li>• Executed TikTok marketing research project including competitive analysis, hashtag and soundbite utilization strategy, and trend integration. Presented findings to Global Consumer Engagement Team</li> <li>• Synthesized articles and trends in the cosmetics industry, sharing with Global Consumer Engagement Team through weekly briefings</li> <li>• Scheduled 60+ Instagram posts and stories during the “Mega-Mushroom” and “Plantscription” product launch campaigns</li> </ul>	

Duke Department of Sociology – <i>Research Analyst and Co-Author</i>	June 2020 – January 2021
<ul style="list-style-type: none"> <li>• Interviewed 12 marketing and advertising professionals and analyzed qualitative data by coding each interview</li> <li>• Contributed to published paper on the intersection of global social justice movements and marketing (Co-author of “Cause Marketing in a Time of Polarization” published on Advertising &amp; Society Quarterly)</li> </ul>	

Big Spoon Roasters – <i>Marketing Intern</i>	June 2018 – August 2018
<ul style="list-style-type: none"> <li>• Redesigned company’s Pinterest site by creating new boards and uploading new graphics, increasing monthly views by 300%</li> <li>• Increased brand recognition through managing product demonstrations in 5 high-traffic locations</li> </ul>	

**LEADERSHIP AND INVOLVEMENT**

The Coop – <i>Writer and Head of PR</i>	January 2021 – Present
<ul style="list-style-type: none"> <li>• Organized social media content strategy to increase name recognition that resulted in a 50% increase in applications received</li> <li>• Writing articles that reflect on personal experience which promote women’s empowerment and diversity to connect with primarily female college audience of 1,000+ active readers</li> <li>• Enhancing collaboration skills through partnerships with editors and incorporation of feedback on literary pieces</li> </ul>	

**Project Waves Pre-Orientation – *Staff Member***

- Helped lead and organize over 120 kids and served as their initial introduction into Duke University
- Served as a long-term contact for first year students to gain support and additional information from

**SKILLS AND INTERESTS**

**Skills:** Google Analytics, Instagram Insights, Dash Hudson, Mailchimp, Financial Accounting, Spanish (Proficient), Collaboration, Organization

**Interests:** Knitting, Baking, Snowboarding, Hiking, Creative Writing, Non-fiction Podcasts