

## EDUCATION AND PROFICIENCIES

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Wake Forest University | 3.95 GPA | B.S. in Business and Enterprise Management | Theatre Minor | Summa Cum Laude

**Skills:** Figma, Canva, Adobe Express, Graphic Design, Cloud-Based Website Design, JavaScript, Google Workspace, Microsoft 365, Problem-Solving, Communication, Collaboration, Organization, Attention-to-Detail, Empathy

**Languages:** French (Fluent), Italian (Advanced)

## PROFESSIONAL EXPERIENCE

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### The City of Norfolk - Keep Norfolk Beautiful

Norfolk, VA

*Education and Outreach Coordinator*

*January 2024 – Present*

- Restructured programs and redesigned web pages to maximize engagement and brand equity by focusing on strong information architecture and consistent UI design based on user research and testing
- Optimized the supply packing process, implemented a new scheduling system, and introduced new user touchpoints, leading to increased user satisfaction and a 21% increase in cleanup report submissions
- Designed engaging and informative graphics and copy for Facebook, leading to a 110% increase in content interactions, a 44% increase in link clicks, and a 64% increase in follows compared to the year prior

### The Mariners' Museum and Park

Newport News, VA

*Special Events and Wedding Coordinator*

*June 2023 – December 2023*

- Liaised between clients and internal teams, ensuring client satisfaction by translating their needs into technical layouts designed to help all parties visualize the structure of the event space and communicate responsibilities
- Established a new alcohol inventory tracking system in Google Sheets to increase efficiency and accuracy of cost allocation

### Wake Forest University

Winston-Salem, NC

*Actor (Recipient of \$64,000 Presidential Scholarship)*

*August 2019 – May 2023*

- Conducted in-depth research and analysis, making iterative improvements to each performance by incorporating feedback from collaborators and end-users/audience members
- Collaboratively problem-solved while onstage in front of 200+ people to ensure script deviations did not impact the audience experience

*Production Manager - Anthony Aston Players*

*August 2022 – November 2022*

- Produced a 400+ person event, led a team of 30, advocated for and managed a \$2,000 budget, developed outreach initiatives resulting in a sold-out event, and facilitated post-event feedback sessions to improve this annual event

### A Good Stitch

Winston-Salem, NC (Remote)

*Website Designer*

*July 2022 – August 2022*

- Conceptualized and built 50+ page website using Wix, focusing on responsive web design and straightforward information architecture, leading to diversification of customer base and increased sales

### The Diaper Bank of North Carolina

Winston-Salem, NC

*Americorps Summer Vista*

*May 2022 – July 2022*

- Designed digital and print graphics, introduced formal avenues for users to provide feedback, and created outreach email templates, increasing retention rates and growing team from 1 volunteer to 25 in two months
- Implemented systems to improve operational efficiency, including a restructured production process, redesigned warehouse layout, and an inventory tracking system in Excel for over 309,000 items

### Ascend Speech and Debate

Fredericksburg, VA (Remote)

*Marketing and Operations Manager*

*March 2021 – August 2021*

- Served as the intermediary between users and the staff while managing the scheduling of over 1,800 coaching sessions for 123 customers across different time zones and countries, demonstrating professionalism and empathy while navigating challenging scheduling constraints and communicating solutions
- Created graphics and copy for social media designed to foster a sense of community, resulting in an 11% increase in followers, greater user engagement and satisfaction, and increased camp registrations