

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2026

B.A. Media and Journalism- Hussman School of Media and Journalism, Concentration in Advertising and Public Relations

- GPA - 3.63

Honors and Awards

- Dean's List: 2022, 2023, 2024
- 2022 State Employees Credit Union People Helping People Scholarship
- Elite Cruisers Scholarship
- World Language Endorsement
- North Carolina Academic Scholar

Courses

- Public Relations Writing- Developed deliverables for a community organization
- Advertising Creative- Created campaigns based on industry briefs
- UX Design- Applied user experience principles in product design
- Entertainment and Celebrity PR- Studied industry specific PR strategies
- Case Studies in PR- Analyzed major PR campaigns and crisis management
- Advertising Campaigns- Designed and executed a comprehensive brand campaign

EXPERIENCE

Independent Animal Rescue- Durham, NC

January 2024- May 2024

APPLES Service-Learning Public Relations Intern

- Developed and distributed media advisories and press releases to enhance brand awareness
- Conducted communication audits, identifying key areas for improvement and implementing strategies to increase engagement
- Collaborated with the social media team to refine messaging and produce targeted content

Flex2Communicate- Greensboro, NC

September 2022- February 2023

Social Media and Public Relations Assistant

- Curated and scheduled LinkedIn content focusing on marketing and branding strategies
- Executed market research and developed engagements strategies, increasing online interaction
- Met with CEO weekly to analyze research findings and implement marketing initiatives

Pandoras Pies- Elon, NC

September 2020- June 2024

Manager, Olde Forest Racquet Club Satellite Location (Seasonal, 2023)

- Led recruitment, hiring, training, and scheduling for a team of 11 employees
- Developed operational strategies, overseeing opening preparations and daily functions
- Designed and executed social media content to promote menu specials and increase customer traffic

Server

- Strengthened customer retention through relationship- building and personalized service
- Created promotional social media content, leading to increased engagement and sales
- Assisted in managerial duties, ensuring efficient operations during peak hours

LEADERSHIP AND COMMUNITY INVOLVEMENT

Carolina For the Kids – Chapel Hill, NC

August 2022- May 2023

Creative Media Committee Member

- Designed graphics for merchandise, social media, press releases, and fundraising events
- Organized multiple fundraisers contributing to \$290,519 raised for UNC Children's Hospital

ADDITIONAL INFORMATION

- Bilingual in Spanish and English- Certified Interpreter
- Canva Proficiency
- Social media platform knowledge