



A recent graduate from The University of Florida's Advertising department. A voracious reader and creative writer. Dreams of filling the world with clever copy, curating meaningful projects, and inspiring others through her writing.

EDUCATION

Bachelor of Science, Major in Advertising

College of Journalism, University of Florida (2023)

Cumulative GPA: 3.8
Summa Cum Laude

Relevant Coursework

- Principles of Advertising
- Principles of Marketing
- Branding
- Public Speaking
- Advertising Campaigns
- Copywriting and Visualization
- Ethics and Problems in Mass Communication
- Professional Selling

SKILLS

- Copywriting
- Project and Account Management
- Social Media: Instagram, TikTok, Facebook, Twitter, LinkedIn
- Organization and scheduling
- Public speaking and presentations
- Teamwork, Multitasking, and Attention to Detail

EXPERIENCE

Copywriting Intern

Dunn & Co. | May 2023 - August 2023

- Lead copywriter on the creative team for Smokey Bones' 25th Anniversary campaign.
- Crafted and curated digital marketing content such as PR blasts, hero pages, and social posts.
- Conceptualized and executed branding material for Smokey Bones, Lazy Mountain Brewing Company, and the Tampa Bay Lightning.
- Shadowed the creative team on client calls

Brand Management Intern

Evolve & Co. | May 2022 - August 2022

- Assigned these accounts: Central Cigars, Godfrey Hotel & Cabanas, St. Pete Fools, and Evolve & Co.
- Grew client accounts by engaging with related and adjacent brands.
- Contributed to and took notes at creative meetings and client PR events.
- Researched industry trends to craft pertinent material for the Evolve & Co. blog.

Features Writer

Her Campus UFL | January 2022 - May 2023

- Wrote inspired stories on a weekly basis for the University of Florida's Her Campus online publication.
- Interviewed locals, researched relevant topics, and maintained a consistent understanding of social trends.
- Attended biweekly meetings with the marketing and creative teams.

Social Media Intern

Autism After 21 | April 2021 - September 2023

- Designed engaging graphics to educate followers on Autism.
- Positioned the nonprofit as a leading organization within the Autism community.
- Researched the cause as well as social media trends for nonprofits in order to ensure widespread exposure.

Account & Project Manager, Copywriting Director

Elevate Agency | September 2020 - April 2023

- Project and Account Manager of a mock agency.
- Promoted to Copywriting Director in 2022.
- Devised and implemented conceptual branding for the following accounts: Mint Rides (startup), College First Aid Kit, and Ad Council.
- Led a team in the making and completion of a D&AD New Blood Brief for Spotify.