

EDUCATION

University of North Carolina at Chapel Hill | Hussman School of Journalism and Media

May 2026

- B.A. Communication: Media and Technology Production
- B.A. Media and Journalism: Advertising and Public Relations
- GPA 3.84, Honors: Dean's List

EXPERIENCE

People Inc.— New York City, NY

August 2026 – Present

Brand Marketing Coordinator

- Develop client facing brand marketing presentations, one-sheets, case studies, and sales collateral using PowerPoint, Google Slides, and Keynote for leading food, beverage, and lifestyle brands including Allrecipes, Food & Wine, Serious Eats, EatingWell, MyRecipes, The Feedfeed, and Hot Luck.
- Collaborate cross functionally with Brand Marketing, Sales, Editorial, Design, Content Strategy, and Account Strategy teams to translate brand stories, audience insights, and partnership opportunities into compelling marketing materials and content.
- Create and update customized pitch decks and marketing materials to support integrated advertising and partnership opportunities across digital, social, editorial, and experiential platforms.
- Manage multiple projects and competing deadlines while incorporating stakeholder feedback to deliver polished, on brand materials that support client presentations and new business opportunities.

Social Media Intern, Better Homes & Gardens

June 2026 – August 2026

- Developed weekly social media pitch decks featuring content recommendations, creative mockups, and platform specific strategies for Instagram and TikTok
- Managed content scheduling and community engagement for Better Homes & Gardens' Instagram (3.2M followers) and TikTok (151K+ followers) using Dash Social and Airtable, supporting a large, highly engaged audience.
- Edited, curated, and managed Facebook content in True Anthem, ensuring accurate creator attribution and optimizing posts for publication.
- Sourced, researched, and vetted creators and influencers for partnership opportunities and creator reposting, identifying content that aligns with brand goals and social media trends

Triangle Media Partners— Chapel Hill, NC

January 2026 – May 2026

Digital Marketing & Communications Intern, Heart of NC Weddings Publication

- Supported sales and client services teams for *Heart of NC Weddings* by assisting with CRM management, account list pulls, and advertiser outreach using Ad Orbit
- Assisted in developing and organizing native advertising campaigns, supporting both print and digital placements for regional wedding and lifestyle brands
- Collaborated with sales leadership and the VP of Client Services to align advertiser goals with publication offerings, contributing to client retention and relationship management efforts
- Contributed to internal sales enablement and onboarding by documenting processes, organizing materials, and supporting cross-team alignment between sales, client services, and marketing

People Inc.— New York City, NY

May 2025 – August 2025

Lifestyle Marketing Intern: Home/CPG/Auto, Travel & Leisure, Food & Beverage (Formerly Dotdash Meredith)

- Assisted in developing RFPs and client mockups for brand sales pitches across all the media assets including PEOPLE, Southern Living, Travel + Leisure, Allrecipes, Real Simple, Better Homes & Gardens, InStyle, Byrdie, Entertainment Weekly, and Food & Wine
- Conducted in-depth research on AI trends, compiling and distributing a weekly company-wide newsletter to inform teams on industry developments and competitor insights
- Researched client profiles and collaborated on creative strategies for pitch decks targeting top brands such as IHG Hotels & Resorts, Häagen-Dazs, McCormick, Ziploc, and Lexus, etc.

- Supported cross-functional teams across the Lifestyle Marketing Team, contributing to three verticals, Home/CPG/Auto/Insurance, Travel & Leisure, and Food & Beverage, by assisting with pitch deck creation, brainstorming sessions, and collaborating closely with content strategy teams

Reprise Activewear – Remote

May 2024 – January 2025

Digital Marketing, Social Media, & Communications Intern

- Developed and managed content for the company's social media platforms (Instagram, Pinterest, TikTok), increasing engagement and brand visibility growing the brands Instagram over 5k followers.
- Analyzed key performance data and email marketing metrics, compiling detailed reports to inform strategic decisions utilizing tools such as Klaviyo and Airtable
- Monitored social media trends and identified growth opportunities to enhance the company's digital presence, presenting weekly reports and updates to senior management
- Conducted research on press opportunities, event strategies, and potential influencer and brand collaborations to strengthen partnerships

Motom – New York City, NY

June 2024 – August 2024

Digital Marketing, Social Media, & Communications Intern

- Managed digital content planning and scheduling across Instagram, TikTok, and Pinterest using Airtable, optimizing content operations and audience engagement.
- Researched fashion, beauty, and creator trends to identify partnership opportunities while planning and executing brand, creator, and influencer networking events featuring large-scale influencers, creators, and celebrity talent.
- Onboarded brands and creators while facilitating strategic collaborations with partners including Forever 21, Bloomingdale's, Free People, Walmart, and Chewy, strengthening brand and creator partnerships.
- Developed and optimized brand, product, and creator storefronts, including back-end functionality and mock storefront concepts, to enhance user experience, increase engagement, and drive sales opportunities.

LEADERSHIP AND COMMUNITY INVOLVEMENT

CorePower Yoga – Chapel Hill, NC

October 2024 – May 2026

Yoga Sculpt Instructor

- Led high-intensity yoga sculpt classes combining yoga, strength training, and cardio for up to 40 students, while ensuring proper form, safety, and inclusive instruction for all fitness levels
- Built strong client relationships through personalized guidance and consistent communication, contributing to high class attendance and positive member feedback
- Supported studio operations by checking in students, assisting with retail sales (merchandise, memberships, and gift cards), preparing and cleaning the studio pre/post class, and providing helpful customer service
- Demonstrated leadership by curating energizing playlists and motivating class environments, enhancing student engagement and overall workout experience

Coulture Magazine – Chapel Hill, NC

September 2024 – May 2026

Social Media & PR Manager

- Manage and develop content strategy across multiple social media platforms and expand digital presence
- Collaborate with editorial teams to create visually compelling and brand-aligned content, driving higher website traffic and readership growth
- Analyze social media performance metrics to optimize post scheduling and content type, improving overall engagement and post reach

ADDITIONAL INFORMATION

- Skills:
 - **Marketing & Communications:** Brand Communications, Public Relations, Content Marketing, Social Media Management, Influencer Marketing, Creator Partnerships, Media Relations, Content Strategy, Copywriting, Brand Messaging, Campaign Planning, Event Coordination, Partnership Development, Email Marketing.
 - **Platforms & Analytics:** Instagram, TikTok, Pinterest, Klaviyo, Dash Social, True Anthem, Airtable, Ad Orbit
 - **Creative & Design:** Adobe Photoshop, Adobe Premiere Pro, Adobe Audition, Canva, CapCut, Keynote
 - **AI & Productivity:** ChatGPT, Claude, AI Prompting, Microsoft Office (Excel, PowerPoint, Word)