**Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Indiana University of Pennsylvania, Indiana, PA, 15705

Graduated: Fall 2021 – Magna Cum Laude

* Bachelor of Science - Marketing
* GPA: 3.6
* Major GPA: 3.52

**Career Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ProMAXX Tool –Marketing Coordinator** December 2021- Present

*Pittsburgh, PA*

* Primary social media manager; running multiple campaigns on various social sites simultaneously
* Assistant web designer; webpages, product pages, and optimized SEO on SquareSpace
* Graphic designer– brochures, stickers/labels, social media posts, and catalogues in Adobe Creative Suite
* Assistant advertisement manager; print and digital advertisements
* Assistant in Event Planning for automotive shows – NADA and SFA
* B2B relationship manager; maintained relationships with multiple professional printers and other outsourced companies
* Marketing meeting leader; led monthly and daily meetings with marketing team and upper management
* Event marketing and sales representative; traveled to trade shows to meet customers, sell products, and advertiser the company

**Furniture Barn USA – E-Commerce Marketing Assistant** March 2021- August 2021

*Indiana, PA*

* Graphic designer: utilized Adobe software for social media and advertising purposes
* Website maintenance assistant; updated listings, new product pages, and price changes using WordPress and PrestaShop
* Social media and analytics manager – Instagram and Facebook
* Customer service representative; assisted customers with questions on order status, inventory, and purchases
* B2B sales assistant; worked with furniture manufacturers for updates on new furniture pieces, wait times, and quality control

**Professional Achievements\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Certificate in Google Analytics – Beginner
* Certificate in Google Analytics – Intermediate
* Certificate in Google Analytics – GA4 Introduction

**Academic Activities and Achievements\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Member of the American Marketing Association Spring 2020- Fall 2021
* Recipient of the Jane Miller Banks Book Scholarship Spring 2020 & 2021
* 2nd place winner in the Flash Non-fiction category of the English

Assoc. of PA State Universities (EAPSU) writing contest Spring 2019

* Member of Dean’s List for 7 semesters