

Education

B.A. Digital Technology & Culture; minor in Marketing at Washington State University Vancouver
(May, 2019)

Awards

Emerging Leader of the Year, 2018 Recipient. VanCoug Leadership Awards

Professional Experience

- **Project Manager**, Historic Routes: *Tour of Downtown Vancouver, Clark County Historical Museum*
URL: dtc-wsuv.org/projects/historic-routes (Jan. 2019 – Present)
An app that guides visitors of Vancouver, Washington
 - Served as the liaison between 28 students and clients from 3 different organizations
 - Managed day to day activities of team leads, timeline for deliverables, timesheets, weekly meetings
 - Assisted Director with organizing materials for client meetings and presentations
- **Chairman**, *Student Activities Board, ASWSU Vancouver* (May 2018 – May 2019)
Led and supported SAB coordinators through event planning and execution ranging from \$200 - \$20,000
 - Held signature authority on a \$110,000 budget
 - Planned and chaired weekly team meetings and weekly 1:1 check-ins with staff members
- **Social Media Marketing Intern**, *PortEngine.net* (Nov. 2018 – April 2019)
Social Media Intern for SaaS start-up, using consistent voice to tell stories about Washington Ports
 - Wrote 10 posts/week from a relevant news source or phone interview
 - Optimized Facebook and LinkedIn profiles to represent them as professionally as possible
- **Interim Vice President**, *ASWSU Vancouver* (May 2018 – Sep. 2018)
Directly supervised 11 staff, indirectly oversaw an additional 7 staff members
 - Chaired weekly Senate meetings, versed in Roberts Rules of Order and Open Public Meetings Act
- **Director of Communications**, *ASWSU Vancouver* (July 2017 – May 2018)
Served as chief advisor to the President on matters relating to communication and marketing
 - Created digital and print marketing materials for seven staff members and 45+ Student Organizations
 - Implemented social media strategies to increase organizational effectiveness
- **Freelance**, *Social Media Marketing (Signed NDA)* (March 2017 – Aug. 2018)
Built social media and online presence from the ground up for local businesses
 - Increased Facebook followers 1400% from 200 to 3,000 local engaged followers
 - Proficient with Facebook & Instagram targeting and demographics
- **Search Engine Evaluator**, *Leapforce, Inc.* (March 2016 – June 2017)
Inside knowledge of how and why the Google algorithm rates pages the way that it does
 - Adapted to a highly fluid workflow and environment
 - Developed an in-depth understanding and knowledge of Google Quality Rater Guidelines
- **Private First Class**, *United States Marine Corps* (March 2010 – Aug. 2010)
Squad Leader of 12 Marine Recruits from the first day on depot until my injury
 - Fractured femur led to discharge

Technical Skills

Excellent copywriting & attention to detail
Google Ads Certification (Search, Display, Video)
Hootsuite Certification

Google Analytics Individual qualification
Adobe Suite: Illustrator, Photoshop, Xd, Premiere Pro
WordPress development