

## EDUCATION

---

**DePaul University** | Chicago, Illinois

**June 2024**

*Bachelor of Science in Marketing, Digital, Minor: PR & Advertising, Event Planning*

GPA: 3.7

- Dean's list all quarters in attendance
- Relevant coursework: Social Media Marketing, Digital Marketing, Mobile Marketing, International Marketing

## PROFESSIONAL EXPERIENCE

---

**Burt's Place** | Morton Grove, Illinois

**April 2017 - Present**

*Social Media Manager*

- Create social media posts and generate content, communicate with local influencers to provide content
- Developed and implemented a comprehensive social media strategy that increased engagement by 175% over a month-long period
- Monitored social metrics to identify and implement a adult-based targeting strategy
- Design and preserve media and logos for product, website, and third-party contractors

*Assistant Manager*

- Design and implement new training system so employees are self sufficient problem solvers
- Main correspondence for website updates and online ordering systems: GrubHub, UberEats, DoorDash, Slice
- Strong inventory management skills, oversees ordering and restocking of merchandise

*Hostess/Server*

- Maintain relationships with customers resulting in a 40% returning customer turnover
- Effectively manages time during rush periods, ensuring prompt service to 10 tables per hour
- Establish new waitlist system to guarantee customers realistic wait times

**On the Spot Dermatology** | Glenview, Illinois

**May 2023 - May 2024**

*Social Media Manager*

- Created content positioned toward retention rate and client outreach
- Increased content interactions by 220% in month an a half
- Managed website program and consistently updated content via Officite
- Multi-channel management: Instagram, Facebook, LinkedIn

## ACTIVITIES

---

**Delta Sigma Pi** | Chicago, Illinois

**Jan 2022 - March 2024**

*VP of Fundraising*

- Created fun, engaging events aimed at chapter members and students of DePaul
- Maintained relationships with local restaurants, DePaul staff, companies, alumni, and other chapters to raise funds
- Leveraged fundraising expertise to secure \$4,000 for chapter operations over a year long position
- Drove financial support for national level events through strategic stakeholder engagement, raising over \$7,000 in funding

## SKILLS

---

- Google Analytics
- Google Ads
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Qualtrics
- SEO
- Meta Ads
- Microsoft Excel