



HIGHLIGHTS

Co-launched a small e-commerce business amid the pandemic

First and sole copywriter for Verena Papik's tech startup. (2x Forbes 30 under 30 Leader in Media & Marketing)

Authored an article on Mental Health that got published online by UC Santa Barbara's HFA

Worked for the office of Janet Napolitano (former Secretary of Homeland Security under President Barack Obama)

Actively passionate about uplifting & empowering others—

Designed and led 10 leadership forums, retreats, and conferences for UCSB student staff on how to better represent and serve the campus community.

EXPERIENCE

Creative Marketing Intern

BigID

June 2021- Present (Remote)

Content Strategist

Ninety Play Inc.

Jan 2021- April 2021 (Remote)

Media Manager Intern

UCSB Information Technology

May 2020-Dec 2020 (Remote)

IT Comm & Marketing Intern

UC Office of the President

June 2019-Oct 2019 (Oakland, CA)

Web Manager & Media Coordinator

UCSB Residential Housing Association

Sep 2018-June 2019 (Santa Barbara, CA)

ACHIEVEMENTS

● Improve brand image and company visibility by directing all creative content production for 350+ employees and growing LinkedIn engagement (now at 39K+ followers).

Designed and launched 30 LinkedIn ad campaigns in first 10 weeks, influencing 38K followers.

Headed development of a brand book, formalizing identity and style guidelines for company's 3 biggest products.

● Drove go-to-market strategy, pushing company's mobile app from private beta onto App Store in 5 weeks.

Boosted app traffic by writing all push notification, in-app, and App Store copy that converted 250 daily active users.

Leveraged market research and strategic partnerships to successfully kickstart the app's social media account by 5x its initial following.

● Launched a website rebuild initiative for UCSB CITS, championing Drupal's content management system.

Presented proposal to 20 campus executives and gained favorable approval of the CIO and Vice Chancellor.

Directed team of 4 to research and implement a new content architecture and navigation scheme for the site.

● Composed email marketing campaigns via MailChimp promoting UC IT Blog, acquired 200 new subscribers.

Conceptualized and illustrated the official memorabilia poster for UCTech 2019, reaching 750 attendees.

● Overhauled & redesigned website from scratch with Squarespace, attained 97% satisfaction score from 500 surveyed students.

Spearheaded the design, branding, and creation of all digital marketing content, influencing 10K students.

EDUCATION

B.A. in Communication (June 2021)

University of California, Santa Barbara

Cum Laude (4.0 Major GPA/3.66 Cumulative)

Minor in Professional Multimedia Communication

Dean's Honor's Student (Last 7 Consecutive Terms)

Lambda Pi Eta (National Comm Honor Society)

SKILLS

Adaptability	Customer Support	Marketing (Creative,
Adobe Creative Cloud	Data Analysis	Email, Product,
Advertising	Design (Brand,	Social Media)
Brand Strategy	Graphic, Web)	Networking
Building Relationships	Detail-Oriented	Persuasion
Consumer Behavior	Event Coordination	Writing (Copy, UX,
Creative Problem Solving	HTML/CSS	Creative, Professional)