

Career Highlights

Afternoon Drive Radio Host Wildcat 91.9

August 2022 - Present

- Winner of Best On-Air Personality in Kansas
- Co-hosted and produced a weekly radio show covering music, pop culture, and current events
- Conceptualized and developed the show's branding, including designing a logo that resonated with listeners and sponsors alike
- Leveraged social media platforms to promote the show and engage with listeners
- Worked with Collegian Media Group to sell advertising space for radio and print publications.

Social Media Manager Be Made Inc.

Sept. 2021 - Sept. 2022

- Developed and managed a successful Pinterest board
 - Drove increased traffic to the client's website and generated sales
- Leveraged the "Coastal Grandmother" trend on TikTok
- Designed a visually appealing Pinterest board and series of Idea Pins that captured the attention of users and aligned with the client's brand aesthetic.
- Cross-posted pins on other social media platforms to expand reach and increase engagement

Marketing Intern JNT Company

May 2022 - June 2022

- Served as the content manager for the Library Liquor website project
- Developed skills in project management, web development, branding, and marketing, and gained experience working in a team-oriented environment with tight deadlines and high expectations.

Education

Strategic Communication

Bachelor of Science
Kansas State University

Certifications

Digital Marketing

HubSpot Academy

Social Media Marketing

HubSpot Academy