

AWARDS

Forbes 30 Under 30, Gaming, 2024
Bronze Aster, 2022
Gold Healthcare Ad Awards, 2022
PRSA Excellence in Communication Award, 2022
Gold Aster, 2021

EDUCATION

**B.A. MASS COMMUNICATIONS,
PUBLIC RELATIONS**
University of South Florida

MEMBERSHIPS

Public Relations Society of America (PRSA)
American Association of Advertising Agencies

CERTIFICATIONS

Content Marketing Certificate, PRSA
Brand Manager Pro, *Sprinklr*
Engagement Analyst Pro, *Sprinklr*
HootSuite Certified Professional, *HootSuite*

RELEVANT SKILLS

Content Strategy & Development
Crisis Communications
Social Media Strategy
Community Management
Copywriting
Email Marketing
Project Management
Team Management
Budgeting
Pun Aficionado

WORK EXPERIENCE

DIRECTOR OF MARKETING

Flyquest Esports

September 2023 - Present

- Leading the brand communications team as the company continues to scale and increase output through digital content and live events

SENIOR MANAGER OF DIGITAL CONTENT

Madison Square Garden, CLG Esports

August 2022 - April 2023

- Directed a team of 12 employees encompassing social media, video content production, graphic design, merchandise, event production, and overall brand identity while overseeing a budget of +\$5 million
- Owned a \$230k 360-degree campaign for Women's History Month that included the planning and execution of a red carpet event
- Managed a process re-engineering project to improve and consolidate end-to-end service processes; restructured communication flow across departments and cut down paperwork by 75%.
- Launched a sustainable marketing plan that accomplished an overall 57% increase in engagement across all social platforms and 191% across three YouTube channels, and 112% increase published content across all owned channels

SENIOR SOCIAL MEDIA MANAGER

Crosby Marketing

February 2020 - July 2022, promoted from Social Media Manager

- Led planning and development of creative, visually-stimulating and inventive social content that contributed to an 800% increase in average engagements per post year-over-year
- Supported content strategy for quick-turn organic and paid social media campaigns for national COVID-19 public education efforts, resulting in +1 billion impressions and engagements and won several awards

MARKETING & COMMUNICATIONS SPECIALIST

University of Florida Lastinger Center

October 2018 - October 2019

- Served as first-ever communications staff while managing social media, email marketing, media inquiries and web management
- Built wireframes for new website and partnered with vendors, delivering the project in under two months

COMMUNICATIONS ASSOCIATE

Prosperity Now

August 2016 - September 2018

- Managed day-to-day communications tasks, such as social media content creation, email marketing, website and blog upkeep, and copyediting
- Crafted communications plan for biennial conference catering to 1500+ attendees and assisted in conference execution
- Harmonized overall social media presence and expanded overall audience by 4k+ in under one year