

## Work Experience

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### OneBuzz Network Social Media Manager

Eugene OR Sep 2025 – Present

- Produced daily Instagram content catered towards University of Oregon students
- Organized and planned posts using a consistent social media content calendar
- Increased account followers by 16% during the first 90 days and maintaining around 2 million views per month

### University of Oregon

Eugene OR

#### Labor Scheduler Student Lead – Lundquist College of Business

Sept 2025 – Present

- Improved customer service standards through leadership and effective training for 14+ employees
- Managed and created labor scheduling to optimize staffing hours

#### Receptionist – Lundquist College of Business

Jun 2024 – Sept 2025

- Ensured smooth daily operations by providing timely assistance to visitors and staff

#### Student Ambassador – Fraternity and Sorority Life

Jun 2023 – Mar 2025

- Engaged with over 300 incoming students, improving orientation experience and Greek life participation.

### Oregon Athletic Ticket Office Student Assistant

Eugene OR Nov 2022 - Jun 2024

- Assisted UO athletic fans and customers with questions and issues regarding their tickets to UO athletic events, both in person and over the phone
- Tallied high amounts of cash after each shift and ensured batch accuracy

### Cargill Inc. Consumer Brands Salt Marketing Intern

Wayzata MN June 2025– Sep 2025

- Liaised between the Diamond Crystal marketing team and Cargill Creative Services to develop the creative visuals for a product relaunch marketing campaign
- Refreshed Diamond Crystal Home's brand guidelines
- Assisted with social media management and analyzed KPI data
- Produced trending social media content for both Truvia and Diamond Crystal Salt's social media pages
- Delivered competitor research that informed strategic decisions for Truvia's foodservice expansion.

### Common Studios Social Media Manager

Eugene OR Sep 2024 – July 2025

- Crafted social media strategies aligning with the company's goals
- Developed and published engaging content on multiple social media platforms, enhancing brand visibility
- Managed content calendars and ensured timely publication of posts to coordinate with events and promotional activities
- Worked closely with the rest of the CEO and Project Manager on client meetings, Creatives recruitment, project check-ins, and being a resource for the creative team

### Greek House Apparel Sales and Marketing Intern

Remote May 2024 - Jul 2024

- Built strong relationships with campus decision-makers to influence apparel choices
- Collaborated with the management team for mentoring, gaining hands-on experience in supporting sales and administrative tasks

### Habitat for Humanity of Central Lane Administrative Intern

Eugene OR Jan 2023 - Jun 2023

- Worked with boards, donors, and volunteers to learn about nonprofit and marketing principles
- Strategically planned a marketing campaign and conducted external outreach for two fundraisers that earned \$1,308 together
- Assisted in planning and executing marketing campaigns to boost community involvement

## Skills

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Competition Research, Social Media Management, Graphic Design, Branding & Identity, Leadership, Organization  
Microsoft 365, Canva, Qualtrics, Adobe InDesign

## Education

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### University of Oregon Sep 2022 - March 2026

Bachelor of Art, Advertising major, Psychology and Sociology minors

- Director of Recruitment Operations at Oregon Panhellenic
- VP Administration at Kappa Alpha Theta
- Staff Designer and Social Media Manager at Ethos Magazine
- Staff Designer at Align Magazine