

## Qualifications Summary

- Capable of managing social media platforms and analyzing data to optimize marketing strategies.
- Ability to leverage diverse communication channels to engage target audiences and drive brand awareness.
- Committed to optimizing marketing strategies and collaborating with cross-functional teams to achieve organizational goals.
- Effective communicator with excellent writing and interpersonal skills, dedicated to fostering meaningful connections with clients and stakeholders.
- Seeking to contribute my passion and expertise to forward-thinking organization eager to make a lasting impact in communications and marketing landscape.

## Education

Bachelor of Arts in Mass Communications, Journalism & Minor Psychology, Louisiana State University, Baton Rouge, LA, 2023, GPA: 3.5<sup>1</sup>

Honors: LSU President's List May 2022 | LSU Dean's List May 2021 | LSU Dean's List December 2021 and 2022

Study Abroad- Lead Abroad, Oglethorpe University, Greece

## Academic Highlights

Louisiana State University, Baton Rouge, LA

08/2019 – 05/2023

Bachelor of Arts in Mass Communications, Journalism

Key Modules: Social Media and Digital Branding | Advanced Print Journalism | Intro to Public Relations | In-depth Reporting | Digital Advertising | Short-Form Journalism Capstone

Description: Enhanced knowledge of media and public affairs, coupled with dynamic digital revolution in media sectors. Developed strong foundation in essential skills through core classes encompassing research methods, media's role in a democratic society, and various theoretical and practical aspects. Built expertise in collaborating with faculty and staff to shape personalized course plans for students, focusing on journalism, strategic communication, digital advertising, or political communication.

LSU Cold Case Project: Conducted an in-field experience class catering to advanced students, delivering stories, photos, and investigative research to newspapers, TV stations, and digital news sites in Louisiana and Mississippi.

## Career Experience

Parke and Rogers Dentistry, The Woodlands, TX

2021 – Present

Social Media Content Creator and Patient Care Coordinator

Produce engaging videos and oversee content strategy for enhancing customer retention, raising brand awareness, and boosting website traffic. Engage in effective, composed patient communication to uphold a positive office rapport.

- Optimized company's online visibility, fostering active interactions with users and fortifying customer connections.
- Supported sterilization efforts, dental charting, and blood pressure monitoring as well as maintained smooth office operations.
- Achieved a remarkable 64.1% increase in accounts reached over the last 90 days, surpassing the previous three months.
- Successfully boosted account engagement by an impressive 54.1% during the same period.
- Significantly increased the total follower count on Instagram by 20.6% through strategic efforts.
- Crafted captivating Instagram reels to attract a larger audience.
- Leveraged popular hashtags to enhance visibility and engagement.
- Actively engaged with a diverse range of accounts within the community to foster connections and mutual support.

Del Frisco's Grille, The Woodlands, TX

2020

Hostess

Addressed customer inquiries about operating hours, seating arrangements, menu details, and estimated wait durations. Assisted servers, food runners, and bussers in setting up dining sections for each patron, ensuring a welcoming atmosphere. Greeted and welcomed guests to create a positive first impression. Managed reservations and seating arrangements efficiently.

- Adhered to restaurant's policies and procedures at all times.
- Ensured overall satisfaction of guests throughout their dining experience.
- Handled guest and employee concerns promptly to uphold both customer contentment and workforce productivity.

## Affiliations

LSU Tiger Girl Team Member, 2019-2020 | Medical mission trip volunteer with The Woodlands Methodist Church, 2018