

Experience

Strongpoint Partners | Marketing Intern

July 2025 – Present

- Supported all marketing initiatives for Strongpoint and our growing network of 21 partners along with our payroll solution, Strongpay.
- Owned a full-funnel and PR campaign strategy for Strongpay's eBook, building a landing page, email journey, and LinkedIn promotional assets to drive awareness, sign-ups, and qualified leads.
- Developed a LinkedIn strategy to increase engagement for the Strongpoint Partners brand family, increasing impressions by 119% and engagement rate by 94% in 2 months.
- Collaborated cross-functionally with the Operations, Sales, Product, and People team to support broader initiatives, including event planning, new partner engagement and integration, content marketing for the organization's intranet, and sales collateral.
- Developed and refined marketing materials, including brochures, newsletters, presentations, new client welcome kits, and website refreshes for our partners, ensuring they reflect Strongpoint's mission and industry expertise.

Miami University Performing Arts Series (PAS) | Student Assistant

Oct 2021 – May 2025

- Managed Instagram and Facebook content calendars, growing Instagram reach by 209% and followers by 33% while aligning content with PAS' brand values.
- Captured, edited, and published event-based content using Canva, CapCut, Figma, and Adobe Creative Suite to promote 38+ shows, increase awareness, and drive ticket sales.
- Built and maintained relationships with students at pop-up events, increasing student interests, volunteer sign-ups, and ticket sales (two sold out shows).

BODA Insights | UI/UX Design Intern

May 2024 – Aug 2024

- Owned the logo design, brand guide development, implementation of design systems, and website to attract investors and potential customers.
- Collaborated cross-functionally with CEO and founding and engineers to translate business goals into communication strategies and user-centered designs.
- Applied research insights to shape messaging and improve engagement with target audiences.

Pi Sigma Epsilon Business Fraternity | Director of Technology

Jan 2024 – Dec 2024

- Led the redesign of 34+ webpages, improving navigation and user experience based on survey insights and analytics data.
- Managed SEO strategy and reporting using GA4 and Squarespace, driving a 22% increase in site visits, 9% rise in pageviews, and 46% growth in Member Portal traffic.

Leadership

Miami University

Bachelor of Arts, Emerging Technology in Business and Design | GPA: 3.8

Bachelor of Science, Marketing

Skill

UX Design: User Research, Wireframing, Prototyping, Journey Mapping, User Flow, Usability Testing, Storyboard

Marketing: Brand Messaging Development, Copywriting & Editing, Storytelling, Social Media Management, Project Management, Email Marketing, Organic Growth Strategy, Analytics & Performance Tracking, SEO, Web Design.

Tools: Figma, Canva, CapCut, Squarespace, WordPress, Asana, Adobe Creative Suite, Google Slides, PowerPoint, Google Analytics, Squarespace, WordPress, Asana, Meta Business Suite, Monday.com, HubSpot, HTML5, CSS3, JavaScript.