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Work Experience

Full Sail University; Winter Park, Florida – October 2017 to Present

Marketing Manager, Dan Patrick School of Sportscasting

Develop marketing strategy, create content, and manage projects for Full Sail University's Dan Patrick School of Sportscasting.

- Establish brand identity and voice for Full Sail University's first independently branded degree program in order to introduce the college to a new demographic and differentiate the Dan Patrick School from competitors.
- Write ad copy, social media posts, creative briefs, and blog articles to educate and interest relevant audiences in the Dan Patrick School of Sportscasting leading to an inaugural year that exceeded all benchmarks for success.

Full Sail University; Winter Park, Florida – September 2015 to October 2017

Social Media Specialist

Ideated, created, and published nearly all images, copy, and videos used as posts on Full Sail University's social media channels.

- Created content and wrote copy for social media posts on Facebook, Instagram, Twitter, Snapchat, and YouTube in order to craft a unique brand voice, relate to the Full Sail audience, and increase awareness of educational offering.

Universal Orlando; Orlando, Florida – January 2015 to September 2015

Social Media Coordinator

Interacted with guests on social media by crafting a unique brand voice for Universal Orlando's social media presence.

- Created original content, including copy, photos, videos, and GIFs, used across all of Universal Orlando's social channels in order to spread brand awareness and increase consumer intent to visit the resort.

Universal Orlando; Orlando, Florida – August 2012 to January 2015

Documentation Coordinator

Led all writing and communication efforts for Guest Services and Entrance Operations.

- Wrote multiple internal newsletters and coordinated their publication by interviewing sources, creating duty calendars, and incorporating information from multiple departments into meaningful articles.

Awards, Publications, and Recognition

Enzian FilmSlam, Orlando Film Festival

Co-writer of "Calls" (2017)

The Orlando Sentinel

New Voices; August 2015 (<http://bit.ly/2rsQl7k>)

Universal Orlando

Universal Orlando Close-Up; October 2015, November 2015 (<http://bit.ly/1NZV6NE>, <http://bit.ly/2pYia6s>)

UNC Academic Research Conference

Research Paper Accepted for Poster Presentation, March 2015

Senior Speaker

Ohio Dominican University Commencement, May 2012

Sister Maryanna Childs Writing Award

Ohio Dominican University, April 2011

Education

Full Sail University
Creative Writing MFA, 2018

University of North Carolina at Chapel Hill
Master of Public Administration, 2016

Ohio Dominican University
Bachelor of Arts, Adolescence to
Young Adult Education, 2012