

## EDUCATION

### M.S. Business/Branding (Creative Brand Management) | VCU Brandcenter 2018-present

- The VCU Brandcenter teaches the core fundamentals of a traditional MBA, while emphasizing creativity and cross-functional team collaboration
- Anticipated graduation date: May 2020
- Relevant Courses: Business of Branding, Strategic Thinking, Research Methodologies, Creative Thinking
- Recipient: Brandcenter Scholarship (2018-2019); Harry Jacobs Scholarship/Cannonball Winner (2019)

### Bachelor of Commerce Honours (Co-op) | Memorial University 2013-2018

- Dean's List (2013-2018)—GPA 3.93
- University Medal for Academic Excellence in Business (2018)
- MUN Cross Country Team
- Harlow Program—Study Abroad, England (January-April, 2017)

## RELEVANT MARKETING PROJECTS

### Small Business Owner | EH B'Y Playing Cards April 2019-present

- Developed brand identity
- Created 14 different pieces of artwork from scratch
- Launched an online store, funded by a Kickstarter campaign (117% funded in 24 days)
- Produced content for social media pages
- Generated over \$4,200 in revenue

### Enactus Memorial 2014-2018

- Identified problems, created and implemented solutions
- Generated over \$2,800,000 in revenue and impacted over 6,100 individuals
- Planned and executed promotional events
- Developed and pitched presentations at Regional, National, and World Cup Competitions (World Cup Champion 2017)
- Project Manager, Project Bottlepreneur

## SKILLS

Brand Strategy and Positioning  
Market Segmentation and Competitive Analysis  
Presentation Flow, Deck Design, and Client Pitching  
Discussion Guide, Survey Writing, and Focus Group Facilitation  
Creative Briefs  
Brand Audits  
Cross-functional Team Leadership and Project Management  
Social Media Strategy and Content Creation  
Videography and Video Editing  
Adobe Creative Cloud  
Microsoft Office Suite, Keynote, and Google equivalents

## WORK EXPERIENCE

### Brand Manager | The Richards Group May-August 2019

- Fulfilling internship duties on the Charles Schwab team
- Serving as a member of the digital new business team
- Working with cross-discipline teams to concept and execute national campaigns
- Developing timelines and work-back schedules
- Conducting competitive monitoring

### Educator | Lululemon 2017-2019

- Educated store guests by communicating product features, functions, and benefits
- Produced social media content
- Worked on inventory and merchandising teams

### Experienced Associate | PricewaterhouseCoopers 2016-2017

- Worked individually and as part of a team to complete financial statement audits for clients across a wide range of industries

### Marketing & Communications Coordinator | Opera on the Avalon Summer 2015

- Created promotional materials and launched marketing campaign (801 Women)
- Conducted qualitative and quantitative research
- Designed website and email marketing content (Mail Chimp)

## INTERESTS



Travelling



Volunteering



Running



Reading



Movies



Happy hours/Socializing