

## EDUCATION

### College of Charleston – Beatty School of Business

*Bachelor of Science Marketing, Hospitality and Tourism Minor*

Charleston, SC  
Candidate, May 2026

- **Cumulative GPA:** 3.45 | **Awards:** Presidents List, Academic Merit Scholarship (\$5,000)
- Spring Semester 2025 SAI, Florence University of the Arts Study Abroad (Florence, Italy)
- Relevant Coursework: Marketing Concepts, Digital Marketing Fundamentals, Marketing Management, Hospitality Marketing

## EXPERIENCE

### Jamison TrowBridge Real Estate Group

*Social Media Marketing Intern*

Scituate, MA  
May 2025 - August 2025

- Developed and scheduled engaging social media content, highlighting property listings, community events, and local businesses to drive ~2,000 additional social media viewers per week
- Created Canva graphics and Reels tailored to real estate marketing goals, maintaining consistent tone and brand identity across all digital platforms

### Indigo Road Hospitality Group

*Social Media Marketing Intern*

Charleston, SC  
August 2024 - December 2024

- Overseeing the management of 6 hotels and 36 restaurant client accounts, ensuring optimal service delivery and client satisfaction
- Proven ability to communicate effectively through both written and verbal channels, engaging diverse audiences and fostering collaboration within teams, leading to an average monthly engagement of ~100,000 people

### Freedom Boat Club

*Customer Service/Dock Staff*

Scituate, MA  
May 2024 – August 2025

- Directed daily dock operations, leading staff to ensure safe, efficient handling and maintenance of 20 vessels, improving operational reliability and compliance with safety standards
- Assisted seamless boarding, docking, and disembarking for ~100 passengers per day, delivering exceptional customer service and enhancing overall guest experiences
- Contributed to the team's success in achieving recognition as the second-highest club in customer satisfaction, nationwide

### Eat Verde

*Marketing & Events Intern*

Charleston, SC  
September 2023 – December 2023

- Managed comprehensive digital media marketing efforts for all 10 locations, prioritizing printed marketing materials and in-store promotions to drive engagement and boost brand awareness
- Assisted in coordinating ~10 events, executing pop-up installations and promotional advertising efforts that boosted sales by 20%

### Lucky Finn Café

*Social Media Marketer/Barista*

Scituate, MA  
June 2019 – May 2024

- Generated unique, compelling social media content across all 3 locations, including original product and merchandise photography for the website and digital marketing initiative
- Showcased outstanding customer service abilities, bringing in ~\$1500+ a day while thriving in a fast-paced environment
- Served as Shift Supervisor, entrusted with full store operations and staff oversight, including effective opening and closing procedures, team coordination, and ensuring smooth daily performance

## ACTIVITIES

### Rho Lambda Honors Society

*Vice President*

Charleston, SC  
November 2024 – Present

- Collaborated with peers to promote women's leadership across 8 Greek organizations, strengthening recognition of academic achievement and community service while reinforcing the value of inclusive leadership
- Elected VP and honored among the top 10% of Greek women nationally for exceptional leadership and service

### Phi Chi Theta Business Fraternity

*Member*

Charleston, SC  
February 2024- Present

- Engaged participant attending weekly meetings to discuss initiatives focused on helping members excel in professional development
- Participated in ~30+ networking events and LinkedIn workshops, helping create new connections while sharpening relationship-building and social intelligence skills

### Alpha Delta Pi Sorority

*Director of Public Relations*

Charleston, SC  
December 2023 – December 2024

- Created engaging digital graphics and produced high-quality social media content to enhance chapter presence and member engagement
- Mentored numerous younger members by providing guidance and support, fostering involvement and leadership development

## SKILLS

*Computer:* Google Docs, Microsoft Suite, Canva, CapCut, Instagram Insights, Meta Business Suite

*Certifications:* Meta Marketing Analytics Foundations, Google Foundations of Digital Marketing and E-commerce, Meta Statistics Foundation

*Interests:* Fitness, Travel, Fashion, Beauty, Digital Content, Photography, Boating, Social Media