

EDUCATION

Cornell University – Ithaca

AUG 2018 - MAY 2022

- B.S. Communication, Minors in Business and International Relations | GPA: 3.59/4
- Study Abroad: Paris, Fall 2021 | Dean's List: Fall 2020 and Spring 2021

Harvard University – Cambridge

JUN 2017 - AUG 2017

- Relevant Coursework: News Reporting Across Platforms and Microeconomics

EXPERIENCE

The Crop Shop

JAN 2024 - PRESENT

Founder & CEO

- Created an e-commerce business overnight with made-to-order, international product fulfillment
- Designed an original logo, website, and apparel designs from scratch
- Self-taught and mastered Shopify, Meta Business Suite, Google Analytics, and Printful
- Launched unique social media marketing campaigns to increase brand visibility

93.5 WVBR-FM

Board of Directors Member

MAR 2022 - MAR 2023

General Manager (CEO)

MAR 2021 - MAR 2022

Marketing Director/Training & Recruitment Director/On-Air DJ

AUG 2018 - MAR 2021

- Interviewed and photographed recording artists, including John Legend and Dayglow, writing and/or editing all press articles and publicity
- Designed and launched a merchandise store, fully restructuring its sale and distribution
- Created a training program to professionally prepare radio hosts for Ithaca's #1-rated station
- Fostered relationships and partnerships with publicists, record labels, and artists
- Started WVBR's first-ever bilingual show in Spanish and English

Paramount Pictures – Los Angeles

JUN 2021 - AUG 2021

International Marketing Partnerships Intern

- Developed wrap reports for A Quiet Place 2, GI Joe: Snake Eyes, & Paw Patrol: The Movie
- Performed international market research and created partner pitch lists
- Read, annotated, and revised unreleased and released scripts
- Created content for the Paramount Pictures Instagram and TikTok accounts
- Handled confidential film, talent, and soundtrack details

Cornell University Office of Spirituality & Meaning-Making

AUGUST 2020 - MAY 2022

Digital Communication & Social Media Strategies Assistant

- Strategized social media content and organically gained 1K+ Instagram followers within 3 months
- Designed, managed, and curated posts and engagement for the Office's Instagram & Twitter
- Created the new logo for Cornell United Religious Life as well as all building signage, virtual advertisements, newsletters, and video campaigns
- Executed interdepartmental collaborations (e.g. giveaways, events) and served as a student liaison

Giphy

MAY 2018 - PRESENT

Artist

- Received 12.2B+ views across 600+ works, including uses by Ariana Grande and Lady Gaga
- Created GIFs integrated into Snapchat, Instagram, Slack, Twitter, and iMessage worldwide

SKILLS

Language

- Fluent: Spanish, French, and English | Beginner: German, Italian, and Korean

Technical

- Video/photo editing | Adobe Photoshop | Adobe Fresco | Spark AR | Notion | Canva

INTERESTS

- Vintage cameras | Sense8 | activism | free weights | stuffed grape leaves | boba tea | travel