

## EDUCATION

**University of Southern California**  
*Bachelor of Arts in Philosophy, Minor in Marketing*

Los Angeles, CA  
August 2017 - May 2021

## SKILLS

**Technologies:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Suite, Adobe Photoshop, WordPress, Final Cut Pro, JavaScript, HTML, Spreadsheets

**Specialties:** Social Media Analytics (Twitter, Facebook, Instagram, YouTube), Creative Writing, Data Analysis, Research, Photo/Video Editing

## EXPERIENCE

USC Smash Club

Los Angeles, CA

### **SOCIAL MEDIA COMMUNICATIONS DIRECTOR**

August 2019-Present

- Directed the USC Smash Facebook, Twitter, and YouTube accounts, producing regular posts and uploading media content to promote the varsity eSports team at USC.
- Drafted promotional emails for club members using Mailchimp, advertising weekly events to grow regular attendants from 50 to 100 students in 2020.
- Created digital graphics and videos to promote club and events, aligning brand aesthetic across all promotional material, accumulating 158K Tweet Impressions at peak in 2020.

Sack of Troy

Los Angeles, CA

### **STAFF WRITER**

July 2020-Present

- Pitched, wrote, and edited comedic articles for USC's student-run satirical news publication, amassing 1000+ views.
- Created relevant graphics using Photoshop to advertise media content.
- Collaborated with staff to produce parody videos for YouTube, Facebook, and Instagram.

USC Child Interviewing Lab

Los Angeles, CA

### **RESEARCH ASSISTANT**

January 2019-Present

- Created and maintained lab's front-facing website using WordPress.
- Used Excel to record and analyze data for various studies examining maltreatment of children and ways of encouraging children to provide truthful information about abuse.
- Drove forward weekly discussions, reporting findings and offering ideas for new research initiatives, leveraging both qualitative and quantitative data to yield key insights.

## AWARDS AND HONORS

- USC Mork Family Scholarship – a merit-based scholarship that supports USC undergraduates on full tuition, four-year scholarships with additional \$5,000 living stipends per year.
- USC Dean's List – 3.5+ GPA each semester.