



Resume of Applicant #201719

Education

September 2023 - May 2026 Rutgers School of Arts and Science, New Brunswick, NJ
Bachelors of Arts in Communication, Specialization in Public Relations
Minor in Digital Communication, Information, and Media
Honors: Summa Cum Laude

Skills:

Canva, CapCut Editing, Google Workspace, Microsoft Office, and Slack

Experience

May 2026 - Present The Gran Centurions, Clark, NJ
Part Time Executive Assistant

- Manage client calls, scheduling, and catering event coordination.
- Resolve last minute issues and coordinate logistics for the event.
- Manage calendar, emails, and order tracking while supporting client relations.

August 2025- May 2026 Scarlet Knight Enterprises, Piscataway, NJ
Brand Partnership Fulfillment Intern

- Supported operations team in the execution and tracking of partner contracts deliverable for Rutgers Athletics events.
- Assisted with the execution of sponsored activation, corporate hospitality events and game-day promotions at Rutgers Football and Basketball home games.
- Supported partners by addressing and fulfilling their operational and business needs.
- Provided administrative support by organizing office materials, maintaining documents, and assisting with daily operational tasks.

January 2025 - May 2025 The Syndicate, Weehawken, NJ
Marketing Intern

- Managed content calendars, wrote social media copy and drove engagement across owned channels for independent artists, record labels and The Syndicate's platforms.
- Collaborated with marketing managers, created campaign reports for 15+ clients and researched social and market trends.
- Developed PR packages for the Taco Bell Feed the Beat tour.
- Supported emerging artists.
- Conducted influencer and audience research, including content ideation, outreach tracking and pitch deck creation.
- Supported street marketing campaigns by identifying key events, organizing campaign assets and producing recap reports for 30+ artist campaigns.
- Assisted with fan engagement initiatives such as giveaways, venue research and event contact coordination.

January 2025- May 2025 Rutgers University Communication Department, New Brunswick, NJ
COMMchella Music Festival Marketer

- Collaborated with campaign team to plan and activate #BeCOMM campaign.
- Co-produced COMMchella Music Festival featuring live music, merchandise and sponsors.
- Scripted, produced and distributed engaging campaign content across TikTok and Instagram.

September 2024- December 2024 SZN8: Social Media Agency, Belmar, NJ
Social Media Marketing Intern

Created content for SZN8 clients across social media platforms.

- Analyzed Instagram engagement data to evaluate performance and trends.
- Developed strategies to increase follower engagement and audience growth.
- Scheduled and managed content calendars for multiple client accounts.

January 2024 - May 2024 Beasley Media Group, LLC, Cedar Knolls and Somerset, NJ
Marketing and Promotions Intern

- Served as a production assistant, contributed to editorial content related to contests, events and station promotions.
- Assisted in the planning and execution of a major community event recognizing local teachers.
- Represented WDHA as part of a street team and acted as a brand ambassador for Fox Sports New Jersey at Rutgers University Football games.
- Wrote 20+ editorials that are published on the WDHA and Magic 93.8 websites, focusing on musicians and the music industry.

Leadership Experience

Former Member of Lambda Pi Eta.

Recognized for academic excellence in Communication Studies.

Strengthened faculty-student relationships.

Explored graduate education opportunities.

Rutgers University Dance Marathon.

Assisted in raising over \$50,000 as a sorority each year for the Rutgers Dance Marathon supporting the Embrace Kids Foundation. Also, spent 12 plus hours at the event dancing with the Embrace Kids Families.