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# Objective

To establish a career with a reputable organization utilizing my experience to garner growth opportunities for myself and the organization.

# Education

## Bachelor of science| expected graduation may 2022 | florida state university

* **Major:** Hospitality & Tourism Management
* **Related Coursework:** Integrated Marketing, Revenue Management, Business Communications
* **Honors:** President’s List

# Experience

## Marketing intern | hell’s kitchen hospitality group | 06/2021 - 08/2021

* Responsible for fiscal management duties of eight restaurants including daily billing and invoice payments.
* Provided oversight of onboarding procedures for newly hired employees.
* Increased social media views by 75% and gained 400 followers weekly on Instagram by posting consistent and engaging content.
* Launched TikTok accounts for seven operating restaurants.
* Recommended and implemented influencer outreach resulting in greater visibility across all social media platforms.
* Designed ads for Google and Facebook providing an increase in click-to-conversion rates.
* Participated in high level recommendations to improve menu offerings.

## administrative assistant | finely williams law, pa | 07/2020 – 12/2020

* Increased social media views by 200% by creating, visualizing, and branding digital content.
* Recommended new marketing and social media strategies to engage clients on a new level.
* Monitored online presence of company's brand and engaged with users, strengthening customer relationships.
* Utilized social media analytics tools, such as Google Analytics, to track consumer engagement.

## Summer camp counselor | country day school| 05/2019 – 08/2019

* Addressed concerns from parents regarding the wellness of their children by providing feedback obtained from observation of and interaction with the child.

# Other Experience

* Madison Social, Trivia Host
* Delta Tau Delta Fraternity Pledge Committee, Rush Committee, and Risk Committee
* First Tee St. Petersburg, Mentor