

Experience

Digital Marketing Specialist

Tawkify | New York City, New York April 2022 — September 2023

Restructured content format, design and architecture of website • Planned and launched 3 SEO landing pages, 2 blogs, and generated performance marketing reports • Integrated brand guides from previously acquired company, S'More Date

Freelance UI Designer

Riley AI | Remote August 2022 — Present

Designed Figma prototype and mockups for 7 versions of app • Rebranded website using brand book • Improved user experience by reducing time spent during sign-up

Marketing Associate

S'More Date | New York City, New York September 2020 — December 2022

Developed and executed monthly social media strategies • Recorded weekly Google Ads expense, Google Analytics & social media campaign results • Studied and wrote white papers and case studies • Produced celebrity interviews and edited videos for app content

Marketing Intern

S'More Date & Enertiv | New York City, New York September 2019 — August 2020

Developed and executed monthly social media strategies • Recorded weekly Google Ads expense, Google Analytics & social media campaign results • Studied and wrote white papers and case studies • Produced celebrity interviews and edited videos for app content

Staff Writer & Photographer

The Daily Orange & The Stand | Syracuse, New York July 2018 — May 2019

Wrote 17 news, feature and profile segments in technology, culture, politics and community columns in all publications, including The Newhouse • Photographed public events like vigils, protests and town hall meetings

Education

Lambton College | Toronto, Ontario May 2024

Marketing Management — Digital Media

Syracuse University | Syracuse, New York May 2019

M.A. Magazine, Newspaper and Online Journalism

Telecom Ecole de Management | Évry, France June 2017

Summer Exchange — Management Program

Amrita University | Bangalore, India May 2017

B.Tech Electronics and Communications Engineering

Skills

Adobe Photoshop	Google Analytics	HTML & CSS	Wordpress
Adobe InDesign	Meta Analytics	Webflow	MailChimp
Adobe After Effects	Sigma Computing	Elementor	Copywriting
Adobe Premier Pro	Hotjar	Figma	Proofreading