

EDUCATION

Bachelor of Science in Business Administration
Kansas State University | Manhattan, KS

Expected: May 2025

Major in Marketing

Certificate in Professional Strategic Selling

Certificate in Marketing Technology

WORK EXPERIENCE

Marketing Intern

Booth Creek Wagyu | Manhattan, KS

Dec 2023 - Present

- Supported the development and execution of social media strategies to boost brand presence and engagement for a luxury meat company.
- Played a key role in enhancing the company's website homepage, contributing to improved user experience and alignment with brand messaging.
- Collaborated with the marketing team to design promotional materials, ensuring brand image consistency.

Marketing Intern

Wichita Sports Commision | Wichita, KS

May 2023 - Aug 2023

- Supported social media and advertising efforts for the National Baseball Congress (NBC) World Series.
- Managed social media accounts throughout the 10-day tournament, increasing engagement and fan interaction.
- Coordinated daily press communications, including sending emails and organizing media passes for the event.
- Played a key role in organizing events during the tournament, ensuring smooth operations and enhanced attendee experience.

RELEVANT COURSEWORK

Digital Content Strategy and Development

- Increased knowledge of creating, optimizing, and managing digital content strategies across various platforms to enhance brand visibility and engagement.

Social Media Management

- Developed skills to plan, execute, and analyze social media campaigns to build and engage online communities.

Sales Technology

- Gained proficiency in using CRM systems like Salesforce and HubSpot, along with other tools like LinkedIn Sales Navigator and email automation platforms, to optimize sales processes and enhance customer relationships.

LEADERSHIP EXPERIENCE

Cofounder and Vice President

Kansas State Wrestling Club

Jan 2023 - Mar 2024

- Founded and established the Kansas State Wrestling Club to provide a platform for student-athletes to participate in the sport.
- Supported recruitment efforts to grow membership and increase campus awareness.
- Worked with university and national administration to gain official club recognition and resources.

Vice President of Member Development

Kappa Sigma Fraternity

Jan 2023 - Dec 2023

- Oversaw the development and education of new and active members, advancing the personal and professional growth within the fraternity.
- Collaborated with executive team members to ensure alignment with fraternity goals and values.