



EDUCATION

The Pennsylvania State University

Magna Cum Laude

Major: Broadcast Journalism – Curley Center for Sports Journalism Certificate

Minor: Women’s Studies

WORK EXPERIENCE

Social Media Manager

Telluride, CO

Jagged Edge Mountain Gear

August 2022 – Present

- Boost brand awareness through reels, photography, graphics, and viral content (398k views) across social platforms
- Continue to grow following with 1500+ new followers in less than a year

Sales Associate

Telluride, CO

Jagged Edge Mountain Gear

May 2021 – Present

- Field questions and provide tips to locals and tourists on outdoor activities in the San Juan Mountains
- Sell and interact with various brands, like OR, Houdini, and Recaps in the only locally-owned gear shop in Telluride

Multimedia Consultant

Remote

Freelance

June 2019 – Present

- Research, write, and edit travel, outdoor, and cannabis content
- Consistently meet overlapping deadlines for a variety of brands

Office Manager

Remote

Service Pro

January 2019 – Present

- Manage daily communications and functionings for the property management and restoration sectors of Service Pro
- Reliably and efficiently work remotely in a different time zone than the company’s operating hours

Contributing Writer

Telluride, CO

Wildsam

March 2023 – May 2023

- Contributed research and written content to a published field guide on Telluride, Colorado
- Interviewed local community members, like pro-snowboarder Harry Kearney

Sales Associate

King of Prussia, PA

REI

February 2019 – October 2019

- Selected to represent REI at an event with various climbing vendors
- Supported and connected with customers based on their camping and climbing needs

Video Editor, Assistant Producer

Da Nang, Vietnam

Actuality Media

July 2019 – August 2019

- Edited and produced a short documentary on the future of plastic pollution
- Received Award of Excellence from the Broadcast Educators Association for a Micro Documentary

Digital Media Specialist

Remote

Underdogs United

January 2018 – March 2019

- Increased brand visibility through social media campaigns, collaborations, and consistent engagement
- Recruited professional athletes like Megan Rapinoe and Kyrie Irving to sponsor Underdogs United’s environmental initiative

Communications and Advocacy Intern

Washington DC

National Organization for Women

September 2018 – November 2018

- Drafted materials for activist toolkits and created content for campaign microsites
- Promoted and covered activist related events, specifically the marches in opposition to Brett Kavanaugh

Multimedia Reporter

University Park, PA

GoPSUsports.com

August 2017 – May 2018

- Created video and written content for Penn State Athletics through extensive interviews with coaches and players
- Selected features were highlighted across various platforms, including the Penn State Football Media Guide

Social Media Director

University Park, PA

CommRadio

August 2015 – May 2018

- Managed and directed a group of Penn State students interested in social media, graphics, and content creating
- Oversaw, produced, and organized sports, news, and pop culture content across various social media platforms

Research Assistant

University Park, PA

Department of Women’s, Gender and Sexuality Studies

September 2017 – December 2017

- Wrote copy using Chicago style for the department’s website and various research projects
- Worked with Dr. Wagner-Lawlor weekly to organize the *Plastic Entanglements* art exhibit

SKILLS

- *Adobe Suite, AP Style, Canva, Instagram, Facebook, Microsoft Office, TikTok, Transcribing, Squarespace, X*