

## EDUCATION

---

### The University of North Carolina at Chapel Hill

May 2025

*Bachelor of Arts in Psychology; Dual Minors in Journalism and Conflict Management; GPA: 3.6*

#### Honors and Awards:

- Wachovia Chancellors Scholar – *Full four-year merit-based academic scholarship*
- Buckley Public Service Scholar – *Completion of +900 public service hours across four years at UNC-CH*
- Honors Carolina – *Competitive four-year academic program enrolling top 10% of each incoming class*

**Interests:** Photography, Creative Services, Content Creation, Player Development, Brand Development, Social Media

## EXPERIENCE

---

### Carolina Athletics – Chapel Hill, NC

August 2024 – Present

*GoHeels Content Creator/Mass Communications*

- Generate social media content and provide on-site pre-, mid-, and post-game coverage for all 28 varsity sports for over 2.1 million total followers
- Edit and catalog 1,000+ photographs per game using Photo Mechanic, Adobe Lightroom, Photoshop, and PhotoShelter
- Photograph and video using both Canon and Nikon equipment
- Track, print, and distribute game statistics to home teams, away teams, and media professionals

### USA Baseball - Danville Baseball Club – Danville, VA

May 2024 – August 2024

*Director of Player and Community Engagement*

- Managed social media content, created campaigns, and fulfilled sponsorship agreements by creating photo, video, and graphic design content
- Generated 1.6+ million impressions during the 2024 season and increased followers on 8 accounts across Instagram, TikTok, X, and Facebook by 28%
- Served as 1 of 12 front office members to create and implement engagement strategies, and manage personnel relations between business operations and baseball operations departments
- Managed orientation and media activities for 80+ players for the Danville Otterbots and Dairy Daddies baseball clubs
- Facilitated and oversaw youth baseball development camp for 100+ campers aged 5-14 and 25 team players
- Conceptualized and curated promotional theme nights and marketing initiatives including 18+ Night and Cancer Awareness Night

### Fresh Prints – Remotely Based

November 2022 – January 2024

*Account Manager*

- Managed \$80K+ in account sales and served as point of contact for corporations and departments around campus
- Partnered with 1,000+ universities and Greek affiliated organizations to license and print merchandise
- Created custom price quotes based on quantity, quality, printing type, and organizational needs

## LEADERSHIP AND CAMPUS INVOLVEMENT

---

### Women's Tar Heel Hockey – Chapel Hill, NC

January 2024 – Present

*Co-Founder and Administrative Director*

- Register organization as a 501(c)(3) nonprofit with Carolina Student Legal Services, the IRS, and the Secretary of State
- File and maintain admission into the American Collegiate Hockey Association and the ACC Hockey League
- Manage dues, merchandise, jersey orders, team website, philanthropy projects, and community service projects

### Kappa Kappa Gamma (KKG) Sorority – Chapel Hill, NC

August 2021 – Present

*Vice President of Membership (November 2022 – November 2023)*

*Director of Philanthropy (November 2023 – March 2024)*

- Manage all aspects of rush and recruitment process for 960+ existing and potential new members
- Serve as point of contact for Office of Fraternity and Sorority Life (OFSL) and UNC chapter of KKG
- Facilitate and plan philanthropy events to raise \$6K+ for the National Alliance on Mental Illness and other charities

### Kesem – Chapel Hill, NC

September 2021 – Present

*Counselor*

- Oversaw structure and activity transitions in collaboration with 70+ co-counselors for 120+ campers aged 6-19
- Independently fundraised \$3K+ through cold-calling and social media to send children whose parents are affected by cancer to camp free of cost
- Organized and planned fundraising events, team bonding and social events, and camp activities, and assisted donation page setup for 100+ members