

EDUCATION

SAINT JOSEPH'S UNIVERSITY – Philadelphia, PA

Master of Science in Business Intelligence and Analytics | GPA – 3.77

January 2019

Bachelor of Science in Business Administration

May 2017

Double Major – Business Intelligence & Analytics and Marketing | GPA – 3.59

WORK EXPERIENCE

ML MEDIA CONSULTING – Philadelphia, PA

July 2018 - Present

Clients:

The Children's Cancer Fund – Millwood, NY

- Retained by the Fund's Executive Director to take ownership of the design, creation and implementation of its website and social media platforms.
- Managing a complete brand overhaul including concept, graphics, new social media profiles and implementation of a new web donations platform.

Darien Grille – Darien, CT

- Manage the website, creating updates in events, menu pricing, contact information and graphics.
- Since taking on this project, the client has seen a 17% increase in follower engagement and traffic to the site.

To Have & To Hold ("THTH") – Cork, Ireland

- Curated content for the brand aimed at reaching its 15,000+ followers which boosted engagement and increased bookings by 3%.
- Managed the THTH team that organized the first annual Munster Wedding Expo attended by 96 exhibitors and over 1,500 guests.
- Secured a 90% rebooking rate for the second annual Munster Wedding Expo based on proactive analysis and follow-up.
- Managed a team of 4 to maintain the THTH Retail Store with responsibility for interactions with customers, event planning and management and implementing inventory controls and processes.

Event Linen – Cork, Ireland

- Owned the design, creation and implementation of the company's website and graphics.
- Managing the website, updating product offerings and pricing, as well as maintaining their portfolio.

SAINT JOSEPH'S UNIVERSITY ("SJU") – Philadelphia, PA

August 2017 – May 2018

Graduate Assistant

- Managed a team of 4 to run SJU's FY2018 campaign to recruit the senior class as gift givers through face-to-face and online channels.
- Collaborated with other SJU departments to maximize fundraising outreach to achieve the Office of Advancement's goals.
- Achieved a 100% increase in participation and an 80% increase in donations compared to prior year.
- Created a set of continuous improvement guidelines for FY 2019, based on a complete analysis of data and results from FY 2018.

MACULA VISION RESEARCH FOUNDATION – Conshohocken, PA

Development and Marketing Intern

May 2017– December 2017

- Managed donation data input and processing through the DonorPerfect database software.
- Created engaging social media content aimed at increasing donor awareness through multiple media channels to promote the foundation's goal of funding a cure for an illness that affects 11 million people.
- Created, launched and managed the foundation's newsletter.

Social Media Marketing Intern

May 2016– August 2016

- Overhauled the website to meet the Foundation's growing needs while adapting to the needs of the visually impaired.
- Managed the creation of content, scheduling of posts, and follower interaction responses for the Foundation's social media platforms.

AWARDS

"Trailblazer Award for Female Excellence in a Male Dominated Field" by Saint Joseph's University.

Manager of the Month for three consecutive months by the SJU Telethon Senior Staff.

SKILLS

Comprehensive understanding of and experience with Wix Premium Editor, Squarespace, and WordPress web development softwares, SAS Products JMP and Enterprise Miner, ExtendSim, MiniTab, as well as DonorPerfect and Surfaccounts.

Strong working knowledge of R and Python coding software systems.

Proficient in Microsoft Excel, Word, PowerPoint and Publisher.