



Education

Bachelor of Arts in **Integrated Communication** from **Spring Hill College**, May 2013

Honors and Achievements

- Dean's List Fall 2012/ Spring 2013
- Published writer in Spring Hill College's **The Motley Online Literary Magazine**
- Excellence in Presentation Award in Internships/Service Projects for Red Square Agency internship in the **Spring Hill College Student Research Symposium 2014**
- Member of ADPRO
- Team captain for 3 years and member for 4 years of the **Spring Hill College Dance Team**

Experience

American Advertising Federation - Washington, DC

Education Services/Mosaic Center Intern, January 2014-Present

- Manage and develop strategies that increased user engagement and accelerated online presence across all Education Services and AAF National media platforms
- Create content for AdvertisED e-newsletter, distributed to over 200 AAF college chapters
- Assist with in house management of collegiate chapters, chapter recruitment, National Student Advertising Conference and education services online store
- Assisted in scheduling of meetings with House Representatives and Senators and member check-in at Government Affairs Conference 2014

Dance Place - Washington, DC

Programming/Production Intern, January 2014-Present

- Assist with touring artists/artist services including travel, housing, itinerary for Dance Place's spring artist residencies
- Book and organize all vendors for 27th annual Dance Africa DC 2014 Festival
- Manage Studio 21 Art Gallery and Studio
- Create audience programs for shows presented by Dance Place
- Consults on Dance Place social media and online branding

Young Audiences of Louisiana - New Orleans, Louisiana

Teaching Artist, June 2013-Present

- Ensuring the highest standards in dance education, ballet, jazz, modern and dance history to students in Pre-K through fifth grade at schools, summer camps and after-school programs citywide.

Red Square Agency— Mobile, Alabama

Account Services/Public Relations Intern, January 2013-April 2013

- Assisted account service team with client management, learning the standards of account service and agency process
- Wrote feature articles for client publications, social media writing and traditional writing for public relations
- Conducted research, measurement and metrics reports using Vocus and TVeyes, media relations, media pitching, new business efforts, research, mailings, event planning and management
- Assisted in the execution of the Media/Press day for Cirque du Soleil: Quidam

Shadower, March 29, 2012

- Shadowed PR Coordinator as he worked on campaigns and developed client social media strategies while receiving a tour of the agency's creative department with the agency's creative director

Spring Hill College — Senior Seminar Capstone

When Worlds Collide: A Celebration of Diversity, August 2012- February 2013

- Reconceptualized and executed an event that was part of a series of events on the college's campus to celebrate Black History Month, the 50th anniversary of the Letter from Birmingham Jail and the college's 60th anniversary of being a desegregated higher learning institution
- Positively educated the Spring Hill College community with alumni, student and faculty speakers, giving guests the opportunity to self-identify and increasing attendance from previous diversity events by 233 percent.

Wellborn Ideas — Mobile, Alabama

Social Media/Public Relations Intern, August 2012-December 2012

- Managed daily social media upkeep on Pinterest, Facebook, Twitter accounts, YouTube, and Instagram for the agency and clients' social media campaigns while creating tabs in Short Stack, maintaining, researching and monitoring online presence, recommending campaigns/strategies for clients' social media marketing and producing reports for campaigns
- Wrote copy, press releases and social media posts while serving as a proof reader/ quality assurance for agency
- Assisted in the set up and execution of the agency's monthly Artwalk event, averaging over 200 participants
- Member of Beer Fest and BayFest social media street teams and volunteered promotional services to nonprofits

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Feet First — New Orleans, Louisiana

Social Media Intern, May 2012-August 2012

- Executed company's social media strategy by posting pictures and status updates to Facebook, updating Twitter account, writing scripts and posting videos to YouTube, writing blog posts on Tumblr and Blogger, taking and uploading product photos to Instagram, Snapette and the company's online store, creating and posting sets on Polyvore and Pinterest
- Assisted with online PR and email marketing using Constant Contact

The Avenue (Student Agency) — Mobile, Alabama

Copywriter/Producer, January 2012-April 2012

- Wrote copy for the Historic Mobile Preservation Society's advertisements and membership brochures in a class designed for students to act as a full-service advertising and public relations agency to plan, prepare, produce, and present entire integrated communications campaign. Plan was implemented Fall 2012.

JJPR Agency — Mobile, Alabama

Street Team, January 2012

- Distributed promotional items for BP's Gulf Coast Seafood & Tourism Bash during the 2012 Senior Bowl.

Freshman on The Hill — Mobile, Alabama

Freshman Blogger, August 2009-April 2010

- Selected to write blog entries for Spring Hill College about my life on campus as a freshman.

Essence Music Festival — New Orleans, Louisiana

Talent Mover, July 2009

- Assisted in the setup and execution of artists, performers and speakers making appearances, press conferences and other media appearances during day seminars and nightly concerts.

NBA New Orleans Hornets / NBA All Star 2008 — New Orleans, Louisiana

Buzz Patrol Interactive Squad, August 2007- April 2008/February 2008

- Promoted sponsors and assisted fans with multiple promotions and in-game contests before, during and after games.