

PROFILE

Marketing and editorial professional with expertise in brand storytelling, social media strategy, and content creation. Experienced in leading multi-platform campaigns while collaborating with cross-functional teams to drive engagement and ensure brand consistency. Skilled in project management and delivering innovative solutions to boost brand visibility. Proficient in GSuite, Microsoft Office, Canva, and Adobe Creative Suite.

EXPERIENCE

Scarlette Magazine

President, Creative Director & Editor-In-Chief

Columbus, Ohio

August 2022 - September 2023

- Cultivated positive professional relationships with over 50+ team members, sponsors, and industry professionals.
- Executed digital communication strategies to enhance brand identity and drive engagement across platforms.
- Managed end-to-end project workflows for digital and in-person events, including communication, timelines, and deliverables.
- Maintained organization of content calendars, visual materials, and production schedules, ensuring efficient workflow.
- Supervised administrative duties, including meeting coordination, agenda preparation, and member communications.
- Supported brand initiatives through the management of budgets, event setup, and execution.
- Coordinated allocation of creative assets across print and social media, ensuring alignment with brand guidelines.
- Collaborated cross-functionally with internal teams and external partners to execute content shoots, local partnerships, and events.
- Led a team of editors and writers to produce original content for the magazine, with a focus on fashion trends and cultural insights.
- Managed photoshoots, fashion events, and social media campaigns, maintaining a strong brand presence across multiple platforms.
- Oversaw all aspects of editorial production, from concept development and research to final copy, ensuring high-quality content.
- Proofread and copyedited articles for accuracy, consistency, and grammar, ensuring high editorial standards.

Fashion Production Association

Designer

Columbus, Ohio

August 2022 - September 2023

- Collaborated with a team to ensure successful execution of fashion events, managing timelines, and coordination efforts.
- Conducted research on industry trends and integrated findings into design concepts and production plans.
- Led project management efforts for a spring runway show, overseeing conceptual development, design, and final presentation.

Ohio State University

Undergraduate Research Assistant

Columbus, Ohio

January 2023 - May 2023

- Assisted in designing and setting up experiments to explore the relationship between gun violence and empathy
- Analyzed qualitative and quantitative data to identify patterns in emotional responses to gun violence
- Coordinated and facilitated interviews with research participants, ensuring proper data collection and confidentiality protocols were followed

The Chiller

Figure Skating Instructor

Columbus, Ohio

January 2014 - September 2024

- Developed and maintained schedules, managed administrative tasks, and communicated updates to parents and participants
- Managed and advised skaters and their families on developmental plans, aligning with personal and professional goals
- Organized and led group classes, creating engaging and safe learning environments for diverse age groups

EDUCATION

The Ohio State University

Bachelor of Arts in Communications, Minor: Fashion and Retail Studies; Magna cum laude

Columbus, Ohio

August 2023

- Strong Foundation in digital media, Fashion Communications, and Project Management

Menéndez Pelayo International University (International Studies Abroad)

Learn Abroad Student Participant

Barcelona, Spain

May 2022 – July 2022

- Developed adaptability and problem-solving skills in an immersive cultural and language environment.

University of the Arts: London College of Fashion

Learn Abroad Student Participant

London, England

January 2022 – May 2022

- Gained hands-on experience in producing marketing materials and collaborating with creative teams

SKILLS

- Ability to handle confidential information with discretion and to creatively problem-solve in a fast-paced environment
- Excellent communication skills and the ability to support team organization, processes, and management
- Familiarity with Microsoft Suite Applications, including Outlook, Word, PowerPoint, Adobe creative suite and Canva
- Highly organized with a keen attention to detail in both a team collaboration and independent work environment
- Strong organizational and administrative capabilities, with proficiency in project management
- Understanding of beauty/design/fashion industry trends and latest developments in pop culture and social media platform