

## **EDUCATION:**

**Rochester Institute of Technology** Rochester, NY  
Saunders College of Business – AACSB Accredited  
Bachelor of Science in Marketing Expected May 2026

**DIS Study Abroad in Scandinavia** Copenhagen, Denmark  
Spring 2025

GPA: 3.58

Courses: Digital Marketing, Consumer Behavior, Principles of Marketing, Designing Communication Campaigns, Professional Selling

## **SKILLS**

### **Technical:**

Microsoft Excel, Google Suite, Tableau, R Studio

## **PROJECTS**

- **Strategic Planning:** Collaborated across a team to develop a comprehensive marketing strategy for a theoretical enterprise. Utilized academic knowledge acquired over the semester to construct a detailed plan that included an executive summary, mission statement, identification of target demographics, competitive analysis, market research, and financial projections.
- **Study Abroad Incubator:** Took a problem, lack of financial literacy among young adults, and worked to build a solution. We successfully built a brand from scratch by doing customer analysis, in person demos with prototypes, and running multiple marketing campaigns.
- **Designing Communication Campaigns:** Designed marketing campaigns in a team for a Danish brewery, creating targeted commercial spots that boosted brand visibility. Developed concepts aligned with brand strategy and audience insights. Oversaw production and ensure cross-channel consistency.

## **ACTIVITIES/INTERESTS**

- Tennis Club: President (2024-2025 Fall semester)
- Real Estate Club: Treasurer (2024-2025 Fall semester)
- Tiger Tank participant – Pitch competition
- Business Technology Professionals (BTP) member
- Financial Management Association (FMA) member

### **Certificates:**

- Mastering Negotiations for Innovators
- Professional Skills for Innovators
- Leading Innovative Teams