

EDUCATION

University of Pittsburgh, College of Business Administration

Bachelor of Science in Business Administration.

Major: Marketing | **Certificates:** Public & Professional Writing, Digital Media

Pittsburgh, PA

April 2026

Cumulative GPA: 3.44 | Major GPA: 3.85

WORK EXPERIENCE

Office Depot / Supra Office Solutions

Business Solutions Sales & Operations Intern

Pittsburgh, PA

August 2025 - April 2026

- Collaborated with Senior Account Managers to orchestrate a "Sustainability Show" tour across three university locations
- Spearheaded the logistical rollout of the Keurig K-Cycle recycling program, facilitating direct client onboarding
- Developed event proposals & budget analyses, including sustainability-focused, zero-waste catering for 60 attendees

Capital Lending LLC

Marketing Strategist

Pittsburgh, PA

March 2025 – August 2025

- Launched & optimized multi-channel ad campaigns that increased inbound leads by 35% immediately in the following quarter
- Coordinated 10+ networking events using targeted outreach strategies that expanded borrower network by 200+ prospects
- Produced monthly investor newsletters with an average 12% open rate, directly initiating 6 closed deals tracked by link clicks
- Supervised, mentored, and collaborated with a marketing intern in managing promotional materials and social media content
- Developed & executed comprehensive marketing plan and budget by analyzing KPIs & aligning initiatives with executive goals

All Out Music Festival | PromoWest Productions / Stage AE

Assistant in Artist Relations, Logistics, Marketing

Pittsburgh, PA

March 2023 – August 2025

- Engineered an Instagram content strategy that generated 1.5 million organic impressions, leveraging trend-based tactics
- Managed Artist Relations for a large-scale music festival, serving as the primary liaison for headline talent to oversee scheduling
- Facilitated cross-functional operations between production teams and talent management, resolving real-time logistical challenges
- Engineered strategic audience surveys to capture data from 200+ attendees at events, driving targeted marketing improvements
- Developed advanced Excel systems to analyze annual performance metrics across 130+ productions for year-end reporting
- Managed B2B outreach and partnerships with 15+ local businesses to scale collegiate-level brand engagement

Susquehanna Music Festival

Founder & Organizer

Clearfield, PA

May 2024 – July 2024

- Planned and executed a full-day music festival with 5 local bands, 9 hours of entertainment, and over 250 attendees
- Managed event coordination, securing sponsors, promotions, and logistics for a memorable experience
- Raised over \$3,000 for a local charity by partnering with local businesses and building community relationships

INVOLVEMENT AND LEADERSHIP

Music & Entertainment Business Association (MEBA)

Founder & President

University of Pittsburgh

August 2023 – April 2026

- Founded and scaled the organization ground up, demonstrating initiative and leadership in securing new organizational opportunities
- Spearheaded the end-to-end business development for benefit concerts, resulting in successful bookings and partnerships
- Led comprehensive outreach initiatives to bridge gaps between prospective students, alumni, and industry professionals

Pitt Cheer

Cheerleader - Competitive Team Leader

University of Pittsburgh

August 2023 – April 2026

- Served as an official university ambassador at NCAA Division I athletic events, engaging with alumni, donors, faculty, etc.
- Maintained a 3.44 GPA while managing a 20+ hour weekly commitment, demonstrating the high-activity discipline

Eagle Scout (BSA)

Senior Patrol Leader

Troop 9

February 2020 – February 2022

- Fundraised \$800+ for Eagle Scout project, a flag drop-box, and donated \$320 surplus to American Legion Post #134

SKILLS

- | | | |
|----------------------------|--------------------------|----------------------|
| • Adobe Suite | • HubSpot | • Tableau |
| • Google Ads | • Salesforce | • Meta Ads Manager |
| • Alteryx | • Mailchimp | • Python |
| • LinkedIn Sales Navigator | • Microsoft Office Suite | • Microsoft Power BI |

PROFESSIONAL DEVELOPMENT

- BNY Mellon & Alteryx Datathon
- Pitt Business Professional Sales Development Academy
- Pitt Business Leaders Engaging and Developing Strengths
- Panthers Forward Program Mentorship
- Student Organization Leader's DEI Summit

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