

EDUCATION:

The University of Georgia, Athens, Ga.

B.A. Public Relations | B.A. Theatre | *Summa cum laude*

- Coursework in marketing, graphic design, social + digital communications, campaign development and fundraising
- Department of Theatre's Event Planning & Season Selection Committees, Undergraduate Representative

EXPERIENCE:

Account Executive

September 2022 – Present

Trevelino/Keller, Atlanta, Ga.

- Creates social media content calendars including copy for LinkedIn, X (Twitter), Facebook and Instagram; develops campaign strategies to highlight client events; leverages HubSpot and Sprout for management, analytics reporting
- Develops content including bylined articles, press releases and media pitches to support B2C and B2B clients
- Conducts outreach with local, trade and national media, resulting in digital and broadcast coverage and millions of impressions in media outlets including TIME Magazine, the AJC, USA Today, CNN and Homes & Gardens
- Executed influencer campaign for travel brand generating 354,000+ impressions and 8,000+ engagements
- Monitors news to create weekly intelligence reports highlighting client, competitor and industry coverage
- Developed winning submissions to Metropolis Planet Positive Awards, Inc. 5000 and E+E Leader Awards
- Performs administrative account duties, including agenda creation, notetaking and monthly reporting
- Promoted from Assistant Account Executive December 2023

Social Media Manager / Acting Apprentice

November 2022 – August 2023

Actor's Express, Atlanta, Ga.

- Ran cohort Instagram account (@ae_appco); developed copy and managed community engagement
- Designed graphics to promote AE and AppCo performances using Photoshop and Canva, including [cabaret playbill](#)
- Supported theatrical season via: donor engagement, bartending, striking sets and working backstage crew

Social Media & Editorial Intern

January 2021 – May 2022

University of Georgia Office of Research Communications, Athens, Ga.

- Developed copy and graphics for 30–40 posts a week shared on X (Twitter), Instagram, Facebook and LinkedIn, creatively communicating science, arts and innovation news to a combined audience of over 8,500 followers
- Pitched and created social media campaigns for Black History Month and Women's History Month
- Wrote articles for research.uga.edu/news: 10 features, media releases and photo essays published

Artistic Director

April 2020 – May 2022

Next Act Musical Theatre, Athens, Ga.

- Led conception and execution of 20+ in-person and virtual cabaret performances and community events
- Oversaw social media content writing and analyzed data to improve engagement from 500+ followers
- Created Next Act [website](#); designed social media graphics, playbills, posters and Google Forms
- Organized virtual cabaret fundraiser, surpassing campaign goal in 1 day and raising over \$800 to fund productions

Film Public Relations Intern

May – August 2021

PR Collaborative, Washington, D.C.

- Tracked media hits and metrics for the 2021 AFI Docs film festival to gauge campaign effectiveness
- Compiled media lists of journalists, bloggers, critics and non-profit organizations to pitch films
- Drafted daily AFI Docs highlights to ensure attendees had the best possible experience

SKILLS:

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| ▪ Social Media Copy | ▪ HubSpot | ▪ InDesign | ▪ Media Relations |
| ▪ Press Releases | ▪ Google Suite | ▪ Illustrator | ▪ Arts Admin |
| ▪ Blogs & Bylines | ▪ Microsoft Office | ▪ Basic Video Editing | ▪ Meltwater |
| ▪ AP Style | ▪ Photoshop | ▪ Canva | ▪ Analytics Reporting |

ACCOMPLISHMENTS:

First Honor Graduate; Phi Kappa Phi, Kappa Tau Alpha and Phi Beta Kappa Honor Societies; Eddie Lambeth Scholar; Selection for Horizon Theatre New South Young Playwrights Festival; Augusta Chronicle Best & Brightest Award Winner