

WORK EXPERIENCE

USC Center for PR, CPR

Graduate Research Associate

Aug. 2021 – May 2023

- Organize CPR events, including the Kenneth Owler Smith Symposium and CPR executive board meetings
- Strategize the tone and messaging of communications materials for CPR stakeholders
- Serve as a liaison between students and the executive board as the 2021 CPR Scholar

JSA+Partners

PR Assistant

Sept. 2022 – Dec. 2022

- Collaborated with esports clients to develop compelling brand strategies geared toward fan acquisition and engagement
- Crafted communications plans, memos, and press releases ahead of client interviews, brand announcements, and product releases
- Created specialized audience groups and pitch angles to increase brand exposure for gaming, esports, and sports betting clients
- Utilized cultural and industry insights to curate media plans and increase fan participation at national and international gaming tournaments

Apple Inc.

Corporate PR Intern

May 2022 – Aug. 2022

- Authored internal newsletters and flyers to encourage employee engagement and retention
- Created digital comic books ahead of Apple's 'Apple Camp' to appear on [local news outlets](#) and encourage consumer participation
- Conceptualized Apple's role and presence at community-led events, including the unwrapping of the Apple-backed HBCU Innovation Center
- Worked with executives to execute marketing and communication strategies for multiple events, including WWDC22

Evna Media PR

PR Assistant

Jan. 2022 – May 2022

- Analyzed consumer trends and audience insights to develop compelling brand strategies like partnerships, promotions, and giveaways
- Cultivated relationships with journalist and media contacts, securing consistent coverage that increasing brand exposure
- Extracted relevant trends and concepts from articles and pop culture media to keep brands up to date and relevant in the beauty space
- Collaborated with clients to develop communications strategies that aligned with brand values and clean beauty initiatives

NASCAR, Richard Childress Racing

Communications Associate

May 2018 – Aug. 2018

- Facilitated and executed events for fan acquisition and engagement, including the Dillon Brothers Basketball Tournament and RCR Fan Day
- Authored media advisories and press releases for upcoming racer appearances and brand events
- Designed brochures and flyers for sales initiatives and brand strategies
- Scripted promotional content for advertisements featuring RCR racers

EDUCATION

The University of North Carolina, '20

B.A. in Global Studies + Broadcast Journalism

The University of Southern California, '23

M.A. in Public Relations and Advertising

- The inaugural recipient of the CPR board's Diversity in PR and Advertising Scholarship
- Conducted and presented primary quantitative and qualitative research to gather insights for the development of a comprehensive creative strategy for Netflix
- Created a purpose-driven [campaign](#), [anthem](#), and [promotional video](#) for SPANX
- Developed a five-part body of work for Fenty Beauty as part of USC's [comprehensive exam](#) for the PRA master's program

ACHIEVEMENTS

- Co-authored [the announcement](#) of Apple's Impact Accelerator class, a training and mentorship program for POC-owned sustainable businesses.
- As part of USC coursework, developed and presented a compelling [brand strategy](#) for the WNBA, serving as videographer for the corresponding promotional video
- Conceptualized a purpose-driven story and collaborated with a team to script, produce, and shoot the [multimedia project](#) that won CBS News' intern competition and aired on CBSN in 2018.

SKILLS + PROFICIENCIES

- Content Creation
- Brand Strategy
- Infographics
- Press Releases
- Op-Eds
- Pitching
- Corporate Comms
- Investor Comms
- Consumer Insights
- Market Research
- Multimedia
- Comms Campaigns