

EXPERIENCE

Fastbreak AI – Charlotte, NC

December 2025 – Present

Digital Marketing Manager

- Designed and implemented streamlined content workflows and approval processes for social media and website updates and improving cross-team coordination for external marketing efforts
- Conceptualized and authored high-impact blog posts and thought-leadership pieces, increasing organic traffic and engagement while reinforcing brand authority across digital channels

23XI Racing – Huntersville, NC

May 2023 – December 2025

Digital Marketing Manager

- Directed integrated digital marketing across 30+ stakeholders, adding 200,000+ net-new social followers and improving engagement, brand alignment, and ROI.
- Launched and managed a new website with an external agency, integrating sponsorship assets and optimizing UX
- Built and scaled the fan newsletter and overhauled lifecycle email/SMS, driving 47% YoY subscriber growth and above-benchmark open rates/CTR

LendingTree – Charlotte, NC

May 2021 - May 2023

Partnerships and Consumer Research Coordinator

- Forged high-impact partnerships with collegiate athletics and an NBA team to boost brand awareness
- Spearheaded PR consumer research via a six-figure Qualtrics retainer, driving data-led content decisions and achieving +98% YoY backlinks and +318% YoY LendingTree mentions
- Executed paid and influencer campaigns integrated with organic social, using competitor sponsorship analysis to optimize strategy and ROI

Social Media Strategist

- Executed organic social strategy across three verticals, driving a 660% increase in link clicks in four months and producing 475+ campaign graphics in seven months

The Rehearsal Club – New York City, New York

December 2020 - May 2021

Marketing and Social Media Strategist

- Developed and led an integrated marketing strategy that drove a 1010% increase in Facebook post engagement and a 935% follower surge by launching a new Instagram presence
- Promoted a year-long fundraising campaign kickoff on social media, resulting in meeting the \$200k fundraising goal in 7 weeks

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2022

B.A. Journalism and Media concentrating in Advertising and Public Relations; English Minor

University of North Carolina at Chapel Hill – Chapel Hill, NC

Expected 2027

Master of Business Administration (MBA)

SKILLS

- Exposure to Adobe Creative Cloud, Google Tag Manager, Google Analytics, Figma, Jira, Salesforce, influencer campaigns, pixels and paid media
- Proficient in Microsoft Office, Qualtrics, Photoshop, WordPress, Hootsuite, brand management and paid partnerships

LEADERSHIP AND COMMUNITY INVOLVEMENT

- Guest panelist on the Charlotte Is Creative Marketing Power Panel
- Over 30 hours of volunteering with nonprofits in 2022 with \$400 matched from LendingTree for my time spent with Charlotte nonprofits including Common Wealth Charlotte, Charlotte is Creative, Dottie Rose Foundation, Digibridge Charlotte, Year Up, and The Relatives