

Education

VCU Brandcenter, 2026
M.S. Business, Branding, Strategy
3.75 GPA

Washington and Lee University, 2024
B.A. Cognitive and Behavioral Science
3.54 GPA

Skills

Creative Briefs
Consumer Journey Mapping
Quantitative and Qualitative Research
Market Segmentation
Target Personas
Brand Positioning
Brand Identity
SWOT Analysis
Focus Group Moderation
Competitive Analysis
Public Speaking

Tools

Office 365
Adobe Creative Suite
Figma
Miro
GWI

MRI Simmons
Talkwalker

Interests

NHL and NFL
Crocheting
Cooking
Hydroponics
Reality TV
Burn Boot Camp
Chess

RVYay Toys

Strategist | Fall 2024

Tasked with analyzing competitive landscape, creating new brand identity, and developing recommendations to improve awareness and sales

Created a new brand identity that encompassed what the owners wanted for their toy store

What I learned: Sometimes starting over is the answer

Phoenix Brand Strategy

Brand Strategy Intern | Summer 2023

Identified cultural opportunities for brand to take part in as a potential rebranding

Used diary studies and interviews to create insights to better understand brand's experience design

Clients worked on: Marriott Bonvoy, Noom

What I learned: Rabbit holes can lead to incredible discoveries

Child and Gender Development Research Lab

Research Lab Leader | Fall 2023–Spring 2024

Analyze how children and their mothers interact with one another when building the castle and see how stereotypes affect children's decision when viewing future jobs

Code dialogue between mother and children pairs to determine level of warmth and direction from mother

What I learned: Children can say crazy things

Virginia Innovation Accelerator

Production Team | Spring 2024

Act as the liaison for Virginia Innovation Accelerator leaders and the rest of the team
Work with each team to create a universal voice for each team's projects

What I learned: Good leadership completes a successful project

National Student Advertising Competition

Project Planner | Winter 2023

Conduct quantitative and qualitative research to understand consumer base needs

Create a brief involving personas, segments, insights and key message

What I learned: Searching for a job is stressful