

EDUCATION

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

Expected December 2026

BA, Media and Journalism (Advertising & Public Relations focus); Double major, Communications Studies (Media Technologies & Production focus) | GPA 3.817

Trinity College Dublin – Dublin, Ireland

September 2025 – December 2025

Visiting Student, Film Studies; Business Studies

EXPERIENCE

Uncommon Creative Studio X Peer Creative Exchange – Remote

June 2025 - August 2025

Strategy U-turn

- Collaborated with top strategists and creatives to develop an original and relevant Gen Z–driven brand campaign.
- Participated in mentorship sessions with Uncommon’s team, receiving feedback and insights into industry practices.
- Contributed Gen Z perspectives to guide brand thinking and engage in cross-team creative exchange.

Aramark (Carolina Dining Services) – Chapel Hill, NC

June 2025 – August 2025

Graphic Design Intern

- Created eye-catching promotional graphics for the campus dining halls through Adobe Illustrator and Canva.
- Completed 15+ graphics per week across digital screens, print materials, and social media.
- Ensured timely delivery and high visual quality of assets while abiding by the brand guidelines.

Girl Videos Short Film

April - May 2025

Director, Co-writer, Co-editor

- Directed and coordinated an experimental documentary with a small team.
- Operated camera (Canon XA50) and audio equipment (Zoom H4N). Edited footage using Adobe Premiere Pro.
- Managed production workflow and organized shoots across multiple locations.

Depop – Chapel Hill, NC (Hybrid)

January 2025 – May 2025

Student Brand Ambassador (SBA)

- Strategized and executed 10 events in collaboration with student orgs, achieving an average attendance of 75 people.
- Produced and edited 6 event recap videos, one of which was featured on Depop’s SBA application page.
- Strengthened Depop’s campus presence through creative marketing and community engagement.

Every Sparkly Woman Short Film

January - March 2025

Producer

- Organized locations and coordinated casting via Google Forms.
- Managed communication with cast and crew using GroupMe to streamline logistics.
- Assisted the director during shoot days and captured behind-the-scenes footage with a camcorder.

The Daily Tar Heel – Chapel Hill, NC

February 2024 – May 2025

TikTok Senior Staffer (August 2024-May 2025); Audience Engagement Staffer (February 2024-May 2025)

- Managed and created TikTok and Instagram Reels content 1–2 times per week, averaging 27.7K views per post.
- Crafted 25+ X, Instagram, and Facebook captions per week to promote stories to a weekly audience of 50K followers.
- Organized and formatted “At A Glance” newsletter with relevant daily stories reaching 5K subscribers.

SKILLS

- **Design & Web:** Adobe Creative Suite, Canva, Figma, WordPress, HTML, CSS, JavaScript, Google Slides
- **Marketing & Social:** Content creation, social media, event planning, outreach, audience engagement, visual design, video editing, photography, camera equipment, audio equipment