

EDUCATION**W. P. Carey School of Business, Arizona State University, Tempe, AZ**

May 2028

Bachelor of Science, Marketing & Finance

- GPA: 4.05

PROFESSIONAL EXPERIENCE**Counter/Cook, Barro's Pizza, Scottsdale, AZ**

June 2022 – Dec 2025

- Delivered excellent customer service while taking orders, maintaining cleanliness, & supporting guest needs
- Trained six new hires in Counter responsibilities to enhance service and operational knowledge
- Managed multitudes of DoorDash orders during rushes to ensure proper meal packaging for safe delivery

LEADERSHIP EXPERIENCE**Director of Finance, adworks, Arizona State University**

January 2026 – Present

- Managing student-run ad agency budgeting, financial planning, and expense tracking for 50+ members
- Pursuing new financial opportunities to ensure fiscal responsibility and strategic resource allocation
- Working with six executive board members to support long-term growth and sustainability financially
- Demonstrated prior leadership as a(n): Media Planner, Creative, and Account Executive for ad campaigns with Duolingo, AT&T, Qualcomm, and N!CK'S in semester-based project teams or fast-paced competitions

Marketing Intern, DECA, Arizona State University

September 2025 – Present

- Doubling Instagram, TikTok, & LinkedIn audience engagement through social media management strategies
- Designing post carousels, stories, and reels in Canva and Adobe to showcase members, events, and updates
- Enhancing DECA alum presence using LinkedIn to create a database of contacts to organize an alum panel

Business Ambassador, W. P. Carey School of Business, Arizona State University

September 2025 – Present

- Working with the admissions office to inform prospective families & students about W. P. Carey's programs
- Serving as the official face of the W. P. Carey School of Business in presentations, panels, tours, service, etc.

V.P. of Marketing & Community Service Director, DECA, Pinnacle High

August 2022 – May 2024

- Managed multiple social media platforms, researched engagement strategies, & created numerous infographics
- Supported chapter of 150+ members during district, statewide, and international conferences
- Led after-school competition practice sessions to enhance students' understanding of various business sectors
- Executed initiatives to serve women re-entering the workforce, children in hospitals, homeless shelters, etc.
- Represented Pinnacle in AZDECA's Community Service Competition, won 1st place out of 90+ attending schools

ACADEMIC PROJECTS**N!CK'S – adworks advertising campaign**

September 2025 – December 2025

- Served as an Account Executive alongside my Account Manager to manage agency and client relations
- Helped direct a cross-functional team of six through strategy development, copywriting, creative execution, and final client pitches, ensuring alignment with client objectives and timely delivery of high-quality work
- Assisted the creative team with graphic design and copywriting for a pause ad and a social media post

Qualcomm – Lions in the Desert Competition

October 2025

- Led five students from diverse academic majors through strategy, copywriting, creative development, and pitching
- Designed a pitch deck and three-page written summary for an advertising campaign within a 48-hour competition
- Incorporated constructive feedback from industry professionals to better address target audience needs and align with campaign goals and won Bronze out of a handful of teams

Duolingo – adworks’ Young Ones Competition Entry

February 2025 – March 2025

- Served as a Media Planner on a 10-member team, developed a Gantt chart that served as the campaign calendar, segmenting paid, owned, and earned media grounded by the AIDA model to guide strategic execution
- Created social media mockups to drive engagement through activations, influencer partnerships, PR packages, app reminders, and campaigns across displays, transit, and streaming platforms
- Contributed to brand-focused research, strategy, copywriting, and pitch deck design alongside rest of team

AT&T – National Student Advertising Competition (NSAC)

March 2025

- Onboarded last-minute as Art Director to design 30 brand-aligned mockups within a one-week deadline
- Created assets for social media, out-of-home marketing, flyers, PR materials, and short-form video content
- Designed a 100-slide pitch deck to serve as a visual aid, providing scripting and public speaking support

The Stationery Tree — DECA Project Management Community Giving

September 2023 – December 2024

- Hosted eight donation drives in five schools & a church to collect school supplies for Vista Verde MS (Title I)
- Organized & led packing sessions for 25+ NHS volunteers to assemble 500+ stationery packs during lunch hours
- Raised & donated \$5,000+ worth of school supplies to low-income students within my school district
- Crafted a 20-pager on Project Management & a 15-minute presentation, placed Top 20 Internationally at ICDC

SKILLS, ACTIVITIES, AWARDS

- Technical Skills: Microsoft Office Specialist Certification: Excel, PowerPoint, & Word, SQL, Canva, Adobe
- Activities: adworks, DECA, Business Ambassadors
- Awards: Lions of the Desert Bronze Award ('25), adworks Rookie of the Semester ('25), Top 20 Finalist at DECA's ICDC ('24), Outstanding Phoenix Youth Leader of the Year Award for District 2 ('24), AZDECA Scholarship Recipient ('24), 3x qualifier for DECA's International Career & Development Conference ('22-'24), AZDECA Community Service Competition Winner ('23)