

EDUCATION & CERTIFICATIONS

Arizona State University, W. P. Carey School of Business and Barrett Honors College **December 2025 (anticipated)**
Bachelor of Arts in Business Administration with Honors, Minor in Disability Studies
GPA: 3.54 *Tempe, AZ*

Google's Project Management Professional Certificate **August 2021**

WORK EXPERIENCE

STEM Program Evaluation Lab (SPEL) at Arizona State University **August 2024 – Present**
Research Assistant *Tempe, AZ (Remote)*

- Conducting program evaluation of the NSF IMOD Center's STEM research using the Values-Engaged Educative (VEE) approach to ensure alignment with project goals and integration of pedagogical methods and DEI principles.

OpenSesame **June 2024 – Present**
Catalog Intern *Portland, OR (Remote)*

- Designing a visual course retirement guide using Canva for 160+ publishers, optimizing course removal processes.
- Drove QA OKR progress from 25% to 50% by leveraging ChatGPT to audit & write learning objectives for 1,300+ courses.
- Devising a 35-question survey via Google Forms to evaluate publisher WCAG and 508 compliance and accessibility practices, improving metadata accuracy and product accessibility.

Center for Disability Inclusion **April 2023 – Present**
Digital Accessibility and Marketing Consultant *Kansas City, MO (Remote)*

- Transformed company branding with Photoshop and strategic analytics, driving a 7.5% surge in LinkedIn engagement.
- Engineered a 2x increase in unique website visits via Flipcause and drove a 39% increase in LinkedIn followers through precision-driven organic social media tactics, employing social SEO strategies and interactive content creation.

Department of Labor **June 2023 – August 2023**
Marketing and Policy Intern *Washington DC (Remote)*

- Devised an analytics-integrated marketing funnel and SOP, improving analysis and content creation time by 20%.
- Covered updates from Congress and leading nonpartisan think tanks, such as the Brookings Institute, as the author of an internal biweekly newsletter, achieving an 80% average open rate across 20 newsletter updates tracked by Viva Insights.

Milt Wright and Associates **September 2022 – January 2023**
Marketing and Communication Specialist (Project-Based) *Granada Hills, CA (Remote)*

- Redeveloped 3 interactive training modules for the Windmills Training Program, expanding reach to 700+ trainers.
- Led 3 focus groups with 15+ participants to assess redesigned training modules, refining content for improved effectiveness.

Alation **June 2022 – August 2022**
Growth Marketing Intern *Redwood City, CA (Remote)*

- Executed a targeted email campaign via HubSpot, reaching 27,000 users, to announce the 22.3 product launch of Alation Cloud Service for Snowflake, which included copy, design, and calls-to-action to drive lead generation.
- Interviewed 7 data governance leaders and analyzed 10+ market research sources to develop detailed persona profiles and messaging guidelines, resulting in increased marketing conversion rates.
- Conducted a competitive analysis of 50+ Data Literacy initiatives in the market, facilitating strategic partnerships with upskilling program developers.

Diversability **June 2021 – May 2022**
Community and Social Media Marketing Manager, Partnerships Coordinator *San Francisco, CA (Remote)*

- Leveraged organic social media advertising, custom hashtag strategies, and organic user-generated content marketing (UGC) to architect an integrated product marketing campaign, resulting in a 25% uplift in year-end revenue.
- Achieved a 133% surge in social media follow count across TikTok, Instagram, Facebook, Twitter, and LinkedIn using advanced video and content design with Canva, InShot, and CapCut.
- Built and seeded pipeline with 200+ qualified leads (warm and cold) in Nutshell and successfully negotiated partnerships.

SKILLS

- **Digital Marketing:** SEO, Email Campaigns, Website Design, Survey Design and Methodology.
- **Tools:** MailChimp, HubSpot, Salesforce, Constant Contact, Unbounce, Ceros, SquareSpace, Wix, Photoshop.
- **Analytic Tools:** Google Analytics, SEMrush, Looker, Nutshell, Nimble, Microsoft Viva Insights, Flipcause.
- **Project Management:** Scrum and Agile, Project Documentation, Data Visualization, Risk Analysis.

PROJECTS & LEADERSHIP EXPERIENCE

- American Marketing Association** **October 2024 – Present**
Alumni Engagement Director *Arizona State University*
- Crafting impactful monthly newsletters to drive alumni engagement and optimized metrics for continuous improvement.
- Undergraduate Student Government at Tempe (USG-T)** **April 2024 – Present**
Director of Digital Immersion Student Engagement and Advocacy *Arizona State University*
- Representing 66,000+ students by supporting student advocacy projects and leading student engagement efforts.
- Accessibility Coalition (AccessCo)** **April 2024 – Present**
Director of Marketing *Arizona State University*
- Promoting events and advocacy initiatives via a biweekly newsletter via SquareSpace and social media.
- Honors College Council at Barrett** **April 2024 – Present**
Online Senator *Arizona State University*
- Representing 300+ honors students by writing a guide on event inclusion and leading policy reformation.
- Honors Thesis: The Business Case for Mainstream Accessible Travel Experiences** **January 2024 – Present**
- Conducting a comprehensive study using qualitative and empirical data by utilizing survey methodologies to conduct 60 virtual interviews and surveys via Qualtrics to identify profitable strategies for accessible travel and tourism services.
- Associated Student Government (ASG) of Coastline Community College**
- President* **February 2023 – December 2023**
- Vice President* **May 2022 – February 2023**
- Legislative Affairs Senator* **August 2021 – May 2022**
- Impacted 2 million students statewide by authoring and passing a resolution at local and state levels to improve student success data and bolster disability cultural initiatives.
 - Directed over \$240,000 in ASG funds towards enhancing student access and support through initiatives such as a free bus pass program, free textbook provision, and 80+ scholarships.
 - Served as co-chair for the DEIAA Task Force to develop a college-wide DEIAA Plan and served on a task force to develop a Student Equity Achievement (SEA) plan based on quantitative analysis and demographic data.
 - Led student lobbying efforts with state policymakers and assembly members to promote Assembly Bills 1173 and 1275, increasing access to student organizations for distance learners and students with disabilities.
- Student Senate for California Community Colleges (SSCCC)** **December 2021 – May 2022**
Region VIII Treasurer
- Maximized Region VIII's \$5,000 budget by overhauling financial policies, ensuring accountability and transparency.

HONORS, AWARDS, & PUBLICATIONS

- 2024 Lime Connect Fellow** **Lime Connect**
- Placed in a selective leadership program for high-potential students supported by Google, Microsoft, and Goldman Sachs.
- 2024 – 2025 John Lewis Young Leaders (JLYL) Fellow** **Robert F. Kennedy Human Rights**
- Leading a coalition of student leaders to develop an "Anti-Ableism: Student Plan of Action Changemakers Guidebook."
- 2024 – 2025 Justice and Equity Honors Network (JEHN) Fellow** **Arizona State University**
- Engaging in a core online seminar and integrating my honors academic research to achieve real-world impact.
- 2024 Disability:IN NextGen Leaders Fellow** **Disability:IN**
- Developed a [proposal for an AI-powered learning app](#) during a competitive innovation challenge, creating a working model in 6 hours that educates young adults on financial literacy through real-world challenges and interactive video content.
- 2024 Board of Governors Student Leadership Award** **California Community Colleges Chancellor's Office**
- Recognized for outstanding leadership in college and service in the broader community.
- 2023 – 2025 Obama-Chesky Voyager Scholarship** **Obama Foundation**
- Awarded a \$50,000 scholarship and \$30,000 in travel grants with an approximately 3% selection rate.
- 2023 – 2024 Coelho Law Fellow** **Loyola Law School**
- Developed case briefs using the FIRAC method and conducted legal research during an intensive graduate-level law course.
- 2023 Student of the Year** **California Association on Postsecondary Education and Disability (CAPED)**
- Recognized for substantially impacting campus life for students with disabilities through advocacy and involvement.
- [The History of Disabled People](#) (article)** **July 2021**
- Authored an article tracing the history of disabled people in the U.S. from the 1700s to the present, garnering 3,000 views and sparking dialogue on disability rights and culture.