

## **EDUCATION & CERTIFICATIONS**

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**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* *Tempe, AZ*  
GPA: 3.54

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

## **WORK EXPERIENCE**

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

- Conducting program evaluation for the NSF Center for Integration of Modern Optoelectronic Materials on Demand (IMOD), focusing on creating semiconductor materials with atomic precision for optoelectronic applications.
- **Utilizing the Values-Engaged Educative (VEE) approach** to assess the effectiveness of STEM research by measuring the integration of pedagogical methods and DEI principles to ensure alignment with project goals and funding objectives.

**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 using 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**

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- **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**

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**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**

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**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**

- Selected through a competitive application process with an 8% selection rate to participate in an iLab design thinking competition at the 2024 Disability:IN Conference.
- 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.