

CONTACT

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PROFESSIONAL
EXPERIENCE

Brand Ambassador — Sephora, Southlake Town Square, TX

Nov 2024 – Present

- Collaborate with in-store team to design engaging product displays and activations.
- Stay current on beauty trends and new launches to drive client engagement.
- Partner with brand reps to execute promotional campaigns and meet sales goals.

Social Media Manager — Dallas Bike Works, Dallas, TX

Mar 2024 – Oct 2024

- Managed brand social media presence, optimizing engagement through analytics.
- Led collaborations with local events to boost community awareness.
- Developed content strategy and creative direction for digital campaigns.

Marketing Intern — International Rescue Committee, Dallas, TX

May 2025– Present

- Created social media content and newsletters to promote community initiatives.
- Supported partnerships and donor outreach through storytelling and visuals.

Barista — Pull Through Coffee Bar, Dallas, TX

Apr 2023 – Mar 2024

- Helped establish operations and customer experience for a new small business.
- Strengthened creative problem-solving and communication in a startup environment.

Sales Associate — American Eagle, Garland, TX

Nov 2022 – Jan 2023

- Enhanced brand presentation through visual merchandising and styling support.
 - Built customer relationships and contributed to sales performance.
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PROJECTS

North State University | 2025–2027

Master of Science in Mechanical Engineering

- Durex Instagram Strategy Revamp — Jan 2025
- Developed a provocative, empowering social strategy promoting sex positivity and brand engagement through creative storytelling.
- No Dough Gluten-Free Bakery Brand Concept — Oct 2024
- Created full brand identity and social strategy for a gluten-free bakery, emphasizing modern design and audience connection.