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#### CERTIFICATIONS

CITI Social & Behavioral Research  
Excel  
Outlook  
Powerpoint  
TEFL  
Word

#### OTHER SKILLS

Adobe Creative Suite  
AP style  
Asana  
Drupal  
Glowforge  
Google Ads  
Google Analytics  
Hootsuite  
MoPro  
MRI-Simmons  
Prizm Premier Customer Segments  
Qualtrics  
Search Engine Optimization (SEO)  
Send-In-Blue Email Marketing  
Squarespace  
Teams  
Weebly  
Wix  
WordPress

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#### LANGUAGES

English, Portuguese, Spanish  
& some Japanese

#### INTERESTS

Food, games, & travel

## Experience

### MARKETING SPECIALIST; PROJECT MANAGER

University of North Texas - Dining Services – DS Creative  
Mar. 2021 – Present

Managed a project portfolio, including **2 award-winning projects** per the [National Association of College and University Food Services](#). Branding, events, openings, packaging, print, radio, storefronts, video, websites, etc.

Created a campaign strategy & content that aligned with brand voice for recruitment and awareness efforts. Media included print materials, webpages, social media, and Google Ads, including **efforts that averaged a 6.5% CTR**.

**Helped increase sales by 12%** during 2022 by targeting Gen Z students & Gen X parents through content strategy and creation for print, digital, sales, social, etc.

### UNT Star Performer Award - 2022

### CLIENT SERVICE REPRESENTATIVE

University of North Texas - Dining Services – DS Creative  
Feb. 2019 – Mar. 2021

**Improved consistency and production time of deliverables by over 30%** through research, proposals, new processes and equipment recommendations.

Managed requests and relationships with clients and stakeholders.

### ACCOUNT PLANNER

SWOOP Agency, student-led ad agency  
Jan. 2020 - Dec. 2020

### Best Problem Solver 2020: Initiative for new business acquisition

Research and creative briefs for B2B events with medical professionals and logos for a disability clinic.

## Education

University of North Texas | May 2021

### BA IN JOURNALISM, CONC. ADVERTISING

Minors in history and Spanish

Summa Cum Laude, Honors College, Terry Scholar, Ad Team - VP-Strategy