

Education

VCU Brandcenter, 2026
M.S. Business, Branding, Strategy
3.75 GPA

Washington and Lee University, 2024
B.A. Cognitive and Behavioral Science
3.54 GPA

Skills

Creative Briefs
Consumer Journey Mapping
Quantitative and Qualitative Research
Market Segmentation
Target Personas
Brand Positioning
Brand Identity
SWOT Analysis
Focus Group Moderation
Competitive Analysis
Public Speaking

Tools

Office 365
Adobe Creative Suite
Figma
Miro
GWI
MRI Simmons
Talkwalker
AYTM
AI platforms: ChatGPT, Perplexity, NotebookLM,
Anthropic, Gemini

Interests

NHL and NFL
Crocheting
Cooking
Hydroponics
Reality TV
Burn Boot Camp
Chess

Wonderwerk

Strategist | Fall 2025

Answered the question of why Gen Z is not as interested in wine consumption as other generations
Created a product extension campaign to promote new single-serving wine pours to encourage Gen Z to bring this wine to the next night out
What I learned: The first insight found, may not always be the one to go with

EP + Co

Brand Planning Intern | Summer 2025

Worked within the Brand Planning, Connections Planning, and Research Analyst teams
Aided in desk research, using platforms like Meltwater, AYTM, and MRI Simmons to understand the target audience
Took lead in writing a creative brief for I Love Ice Cream Cakes, which then went into production
Completed my intern project which highlighted themes about why advertisers should familiarize themselves with dystopian literature
Clients: ILICC, Michelin, SeaPak, Farm Rich, Haverty's
What I learned: Proactivity goes a long way

Phoenix Brand Strategy

Brand Strategy Intern | Summer 2023

Identified cultural opportunities for brand to take part in as a potential rebranding
Used diary studies and interviews to create insights to better understand brand's experience design
Clients worked on: Marriott Bonvoy, Noom
What I learned: Rabbit holes can lead to incredible discoveries

Child and Gender Development

Research Lab

Research Lab Leader | Fall 2023–Spring 2024

Analyze how children and their mothers interact with one another when building the castle and see how stereotypes affect children's decision when viewing future jobs
Code dialogue between mother and children pairs to determine level of warmth and direction from mother
What I learned: Children can say crazy things

National Student Advertising Competition

Project Planner | Winter 2023

Conduct quantitative and qualitative research to understand consumer base needs
Create a brief involving personas, segments, insights and key message
What I learned: Searching for a job is stressful