

EDUCATION

Louisiana State University - **Graduated May 2023**

BSc in Marketing & Political Science - Academic Scholars Award | Tiger Nation Recipient

Relevant Courses - FINANCE | MARKETING | MANAGEMENT | ACCOUNTING | BUSINESS LAW | ECONOMICS

SUMMARY

Digital marketing analyst with experience in brand strategy, trend forecasting, and data-driven campaign optimization. Passionate about leveraging analytics to drive engagement, enhance consumer experiences, and develop innovative marketing solutions. Looking to apply my expertise in marketing, PR, and business strategy to contribute to forward-thinking companies.

EXPERIENCE

Social Media Coordinator | Morehouse School of Medicine **May 2025 - Present**

- Produced and edited picture + short-form video content for TikTok, Instagram, and YouTube Shorts across multiple campaigns, driving a 45% increase in engagement through trend-driven visuals and platform-native storytelling
- Managed daily publishing across platforms, ensuring timely rollout of campaign assets while contributing creative concepts that boosted overall campaign performance by 30%

Retail Marketing Coordinator | Atlanta Braves **February 2025 - May 2025**

- Execute retail marketing activations by coordinating merchandise displays that reflect larger brand campaigns, ensuring consistent messaging and enhanced fan experience across all retail touchpoints
- Support cross-functional marketing initiatives by aligning visual merchandising strategies with stadium events, promotions, and sponsorship activations, contributing to overall campaign success. Driving a 15% increase in customer engagement and product visibility

Exec. Asst + Project & Operations Manager | Formula Vision Agency **July 2024 - December 2024**

- Optimized marketing campaigns through performance data analysis and led brand positioning strategies and competitive analysis. Oversaw social media marketing and content strategy and managed vendor relations, budgets, and project planning
- Conducted in-depth market research and competitor analysis, which led to a 25% increase in customer engagement by improving brand differentiation and targeted marketing strategies
- Styled high-profile celebrity clients while curating luxury designer pieces, fostering strategic relationships

Fashion PR Intern | CLD Style PR **November 2023 - May 2024**

- Oversaw media outreach efforts that expanded brand exposure by 40%, utilizing targeted influencer partnerships and digital PR campaigns to drive visibility. Monitored and optimized campaign performance, leading to a 25% increase in influencer engagement and media placements. Measured campaign ROI
- Used Google Analytics and SEO tools to track campaign performance and Adobe InDesign to design press releases

Data Analyst | MST LLC **May 2022 - October 2023**

- Streamlined reporting processes and improved data accessibility, increasing reporting efficiency by 50%. Conducted in-depth digital market research, resulting in a 15% boost in advertising ROI by optimizing targeting strategies
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PROJECTS

CEO & Fashion Stylist | SYRE STYLES **12/2023 - Present**

- Strategize client rebrand campaigns that leveraged consumer engagement data to increase brand awareness, resulting in 820K TikTok views and a 50% rise in customer interactions

CEO | Syre Jewels **03/2021 - Present**

- Built and scaled an e-commerce business, increasing revenue by 60% over two years. Developed and executed a social media strategy, improving engagement rates by 45%
 - Designed reporting tools to track sales growth and customer retention metrics. I also launched targeted digital marketing campaigns that boosted conversion rates by 25%
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CERTIFICATIONS & SKILLS

IBM Data Analyst | Google Data Analytics

- **Technical Skills:** SQL, Python, Adobe Suite, Tableau, Microsoft Office, Canva, CreatorIQ, Meta
- **Marketing & Analytics:** SEO/SEM, Google Analytics, Data Research, Paid Social Campaigns
- **Business & Strategy:** Project Management, Trend Forecasting, Brand Strategy
- **Communications:** PR Outreach, Email & Content Marketing