

EDUCATION

Spring Arbor University

Bachelor of Arts in Advertising & Public Relations

Minor in Psychology

- August 2019 - December 2022
- 4.0 GPA, Dean's List

SKILLS

- Hootsuite Social Marketing Certification
- Hootsuite Platform Certification
- Photography
- Canva
- Procreate
- Meta Business Suite
- Oral & Written Communication
- Microsoft Office

LEADERSHIP ROLES

Team Director

Delight Ministries

- Launched a chapter on my campus
- Manage a team of leaders and lead weekly meetings
- Oversee all operations of the ministry
- Create a safe space for girls on campus and disciple them

Head of Advertising Committee

SAU Women In Leadership Conference

- Work with event chairs and other committee heads to organize event details and create marketing materials
- Created branding elements to be used for all materials and marketing efforts



WORK EXPERIENCE

Student Digital Advertising Specialist

Spring Arbor University | Spring Arbor, MI

January 2022 - Present

- Write and copyedit content for different audiences
- Serve as a student leader in the office
- Create and curate visual content for digital and print marketing efforts
- Use tools such as Meta Business Suite, Meltwater, and Google Workspace
- Assist in managing all digital media platforms

Business Owner and Creator

Honey Script Studio | Wayland, MI

February 2020 - Present

- Create products and manage all finances, inventory, and order fulfillment
- Operate and create content for social media accounts including Facebook, Instagram, Tik Tok, and Pinterest
- Maintain an Etsy storefront and direct customer service
- Manage marketing initiatives utilizing analytics, SEO, and networking

Enrollment Intern

Spring Arbor University Office of Admissions | Spring Arbor, MI

August 2020 - December 2021

- Assisted with office tasks and projects including social media management, calling prospective students, sending emails and letters, etc.
- Led visits by giving tours to prospecting students and their families
- Operated the university's phone switchboard by answering questions and directing callers to the correct extension

Social Media & Marketing Intern

Camp Michawana | Hastings, MI

May 2021 - September 2021

- Sought out photo opportunities for social media and marketing purposes
- Actively managed Instagram and Facebook accounts
- Wrote copy for newsletters, donor relations, and community partnerships
- Performed market and trend research on Facebook, Instagram, and Tik Tok

Calling Center Operator

Spring Arbor University Offices of Admissions & Advancement | Spring Arbor, MI

October 2019 - May 2020

- Called alumni to inquire about their experience with Spring Arbor University, asked engaging questions, listened intently, and requested gifts for the student scholarship fund
- Used Microsoft Access to navigate fundraising campaign data
- Called prospective students to build relationships and provide relevant