

Work Experience

Global Brand & Franchise Coordinator, Warner Bros. Discovery *Burbank, CA* MAR 2025 - CURRENT

- Supporting day-to-day brand & franchise management for DC and its character franchises (Superman, Batman, etc.), including creating key planning assets, pitch decks, toolkits, and calendars for global cross-BU use (working across Theatrical/DC Studios, HBO Max, Games, Consumer Products, DC Comics, Global Themed Experiences, Home Ent, etc.)
- Coordinating and launching annual franchise marketing moments: Superman Day and Batman Day. Responsible for global experiential marketing activations, aligning cross-company PR beats, and managing influencer campaigns
- Supporting development of 5yr strategic brand roadmap and cross-company mobilization of key DC tentpole content
- Serving as primary finance contact: managing multi-million dollar budgets, liaising with 20-35 external partners annually to ensure all vendors are receiving timely/accurate payment, and using SAP to create purchase orders and code invoices
- Providing administrative support to SVP, including daily calendar management, travel coordination, and expenses

Legal Assistant, Confidential *Beverly Hills, CA* OCT 2024 - MAR 2025

- Identification and outreach to prospective clients in order to fill rigorous daily call list requirements, maintaining positive business relationships and professional communication with top international firms and attorneys
- Managed CEO's daily calendar: scheduling all business meetings, personal appointments, events, and international travel (including booking flights, accommodations, and transportation)

Public Relations & Events Manager, State of Fifths *East Lansing, MI* MAY 2021 - MAY 2024

- Planned, executed, and publicized live music events. Responsibilities included scouting/booking performance venues, coordinating with lighting/equipment vendors, staffing production/crew roles, and tracking expenses
- Built & managed Wix website (graphic design, UX, SEO), along with managing music streaming platforms
- Content creation for social channels (paid/organic) using Canva, Adobe Photoshop & Illustrator, and Final Cut Pro

Marketing Specialist, Oetee *Chicago, IL* MAY 2023 - AUG 2023

- Created engaging B2B & B2C social media content for Instagram and Tik Tok to increase brand awareness, promote experiential marketing + fabrication services, educate on industry terminology, and display company culture
- Assisted with experiential marketing strategy and consumer behavior insights for event planning, pop-up campaigns, and commercial interior design work for clients
- Supported fabrication and design staff by assisting with hands-on crafting and construction work

Student PR/Marketing Practitioner, Martin Waymire *Lansing, MI* MAY 2022 - MAY 2023

- Worked on 12+ client teams (B2B & B2C) (across public policy, entertainment, healthcare, education, hospitality/tourism, technology, and more), focused on media relations, crisis comms, and digital marketing
- Engaged in earned media efforts with effective written and verbal communication skills: wrote AP Style press releases, built contact sheets, made pitch calls, liaised with reporters, coordinated press conferences, and tracked media coverage
- Developed crisis communications plans and managed brand reputations using strong attention to detail, strategy, and interpersonal skills in client-facing roles
- Created engaging social media content from campaign development to execution, managed influencer campaigns, conducted community management, and tracked social analytics

Marketing/Communications Assistant, Burgess Institute *East Lansing, MI* MAY 2021 - MAY 2022

- Project management for events, including speaker panels, brand partnerships, and pitch competitions
- Interviewed entrepreneur alumni to write copy & create visuals for social media content creation, press, and web
- Co-hosted & co-produced the *Hatchcast* podcast, including 2 executive-produced episodes

Sales Associate & E-Commerce Assistant, Retail Therapy *Lansing, MI* APR 2021 - MAY 2022

- Managed the Shopify e-commerce retail platform through photographing and editing clothing and accessory product photos, developing visual/written content for web/social, and fulfilling online orders
- Assisted clients with styling/shopping needs, worked the register, and maintained boutique cleanliness and organization

Operations Intern, Deviate Designs *Detroit, MI* JAN 2021 - MAY 2021

- Developed, pitched, and executed the marketing campaign for "Don't Sleep On Detroit" (became the brand's highest performing collection): concept development, consumer research, moodboard/photoshoot creative direction
- Designed the FW 21-22 "Miraculous Journey" press kit packaging and strategized influencer/gifting campaigns
- Designed eye-catching graphics with the Adobe Photoshop and Illustrator for promotional use on web/social

Social Media Intern, Mature Look Menswear *Detroit, MI* DEC 2020 - MAR 2021

- Built weekly content calendars, developed engaging social media marketing strategies, created content tailored to each platform, liaised with influencers and celebrity brand ambassadors, and tracked social analytics

Education

Michigan State University - Bachelor of Science, Advertising Management *East Lansing, MI* MAY 2024

Honors College | *Minors:* Graphic Design, Entrepreneurship & Innovation, Peace & Justice Studies

Involvement: Women in Advertising & Communications (President), State of Fifths A Cappella (PR Manager), VIM Magazine (Print Photographer: Fashion, Beauty, & Lifestyle)