



513-504-8427  
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**I am a motivated and creative problem solver, with particular passion for digital media, brand management, and strategy.**

**Education**

**The Ohio State University, Fisher College of Business**  
Bachelor of Science in Business Administration

Columbus, OH  
May 05, 2019

- **Specialization: Marketing; Minor: Consumer Sciences**

***magna cum laude (GPA: 3.71)***

**Work Experience**

**Cincinnati Union Bethel**

Cincinnati, Ohio

***Marketing and Development Associate***

September 2019-Present

- Analyze current website, make recommendations for changes and updates, and begin transition to a renovated site
- Employ an ESP to increase email marketing and fundraising efforts
- Manage organization’s current CRM system and assist with the conversion to and implementation of a new CRM database
- Collaborate with the marketing team to develop the strategy and launch timeline for a new social enterprise business concept

**NFTY in Israel**

***Media Coordinator***

June-August 2019

- Generated summer and year-round content, taking and collecting photos, recording and editing short videos, as well as writing and soliciting blog entries

***Group Leader***

June-August 2019

- Guided 60 high school age participants, alongside five other staff members, on a five-week program through Prague, Poland, and Israel

**Rockdale Temple**

Cincinnati, Ohio

***Marketing and Communications Intern***

June-August 2018

- Aided in the editing and management of a marketing plan that utilized website, print, and social media marketing
- Conceptualized, filmed, and edited a creative promotional “Carpool Karaoke” video for YouTube
- Supported the transition of the website onto a new platform
- Conducted research and interviews in order to write various content pieces for the organization

**Ipsos**

Tel Aviv, Israel

***Market Research Intern***

June-August 2017

- Conducted market and consumer research for clients such as Barilla, Colgate-Palmolive, and Neviot Global
- Assisted in the preparation of, and participated in client presentations
- Connected with international professionals

**Community Involvement**

- **Greenpeace USA, 2020 Greenpeace Leader** August 2020-Present
- **Alpha Epsilon Phi Sorority, Vice President of Housing** Ohio State University (01/2017-12/2017)
- **Business Students Association, Board Member** Ohio State University (08/2017-05/2019)
- **American Marketing Association, Active Member** Ohio State University (09/2015-05/2019)

**Skills:** Microsoft Office Suite and Office 365, Google Suite, SPSS, Flipcause, ESP (Constant Contact), WordPress, WIX, AspireIQ, Windows Moviemaker, iMovie and Final Cut, Qualtrics, Adobe, CRM (Salsa Labs, Blackbaud), Slack, Google Analytics Individual Qualification, Google Ads Certification