

EDUCATION

COLUMBIA BUSINESS SCHOOL

MBA, Marketing, Media & Technology, May 2026

New York, NY

2024-2026

Student Consulting Project: Developing product strategy recommendations with a Spotify advisor to improve artist-facing tools

Paramount Case Competition: Led team to a top-5 finish among 30 MBA programs; presented a marketing strategy to leadership

Leadership: VP of Events, Media Management Association; VP of Marketing, Africa Business Club; Career Center Fellow

Award: Selected from 100+ applicants as a 2025 Adkins Scholarship recipient, recognizing leadership and a strong interest in media

TEXAS CHRISTIAN UNIVERSITY

BBA, Marketing, December 2018

Fort Worth, TX

2015-2018

EXPERIENCE

PEPSICO

MBA Marketing Intern, Product Innovation

Dallas, TX

2025

- Led an ideation sprint with cross-functional stakeholders across Product, Design, Brand Marketing, and Research & Development, generating 30+ concepts and narrowing down to 8 high-potential product ideas aligned with the 2026-2029 growth pipeline
- Synthesized customer insights, needs, market data, and competitive analysis to develop a creative, data-driven strategy for a \$25M product opportunity, pitching to senior stakeholders to influence investment decisions

SALESFORCE

Associate Manager, Sponsorship Marketing Sales

Atlanta, GA

2023-2024

- Collaborated with Events, Production, and Partnerships teams to deliver activations such as video production and experiential moments for 200+ sponsorship partners including Meta and Vimeo, at Dreamforce - a global AI conference with 40,000+ attendees
- Developed \$75K-\$225K strategic sponsorship proposals positioning clients' products and services for high-visibility promotion at global events, securing 50+ new partners

TWITTER, INC.

Sr. Account Manager, Digital Advertising

Atlanta, GA

2022-2023

- Advised 100+ advertisers on marketing strategies using Twitter's solutions, contributing to \$12M in annual revenue; supported artist release and fan engagement campaigns for Universal Music Group, Sony Music, and Madison Square Garden
- Led end-to-end brand marketing campaign for Bolt Financial's first Twitter advertising initiative, generating 5M+ impressions in one week and accelerating top-of-funnel awareness, resulting in an official Twitter Business [case study](#)
- Drove an integrated marketing campaign across channels including [email](#) and paid social, executing an A/B-tested 7-email customer journey that increased open rates by 3%, amplified by a Twitter ad campaign averaging 250,000 impressions

Account Manager, Digital Advertising

2021-2022

- Partnered with Product, Engineering, and Product Marketing to beta launch a conversion tracking API with Hyperice, improving campaign execution and measurement and driving 22,000+ site visits during the pilot, resulting in a Twitter Business [case study](#)
- Authored a Twitter Business web [blog post](#) on integrating organic social and paid media strategies around major cultural and entertainment moments like the Oscars and Super Bowl to drive full-funnel engagement, generating 1,000+ page views
- Worked cross-functionally with Product Marketing and Content Marketing to develop the go-to-market execution strategy for a new performance advertising product, presenting a [webinar](#) to 600+ North American advertisers to drive adoption
- Collaborated with the Content Partnerships and Creator teams to launch campaigns with content publishers like Billboard and Vevo

GEICO

Digital Marketing Coordinator, Lead Generation

Chevy Chase, MD

2019-2020

- Owned a \$5M monthly digital marketing budget, partnering with external vendors to launch, test, and scale acquisition campaigns
- Led creative development of the renters insurance campaign [landing page](#) with the Creative Services team, A/B testing 8 design and ad copy variants to optimize performance and increase click-through rate by 4 percentage points
- Project managed the renters insurance marketing program, reducing cost per acquisition by 25%, the lowest since launch

THE WALT DISNEY COMPANY

Programs Coordinator Intern, Talent Acquisition Marketing

Burbank, CA

2019-2020

- Coordinated company presence at events with up to 25,000 attendees and assisted with creative production of [video content](#) to elevate the DisneyTech employer brand, generating 10,000+ impressions
- Supported execution of the 7-week Girls Who Code program for 20+ high school students by hosting weekly events and partnering with copywriters to publish a [blog post](#) generating 3,000+ page views
- Owned and designed a weekly internal newsletter for 200+ employees, synthesizing technology and entertainment industry trends