

EDUCATION

Texas Christian University Fort Worth, TX
Neeley School of Business May 2025
Bachelor of Business Administration | Marketing | Entrepreneurship & Innovation GPA: 3.61
Awards: Dean's Honors Lists

WORK EXPERIENCE

American Airlines **Fort Worth, Texas**
Global Performance & Paid Media Marketing Intern *June – Current 2024*

- Developed and executed a global A/B test for Dynamic Creative Optimization (DCO) price point display retargeting banners: Worked with agencies to analyze the impact of displaying prices on click-through rates (CTR), cost per view (CPV), and overall revenue, providing actionable insights for future campaigns.
- Implemented a comprehensive global DCO default strategy buildout: Collaborated with agencies to enhance retargeting efforts by categorizing consumers into five distinct groups based on destination route searches, optimizing engagement and conversion rates.
- Led a global Performance Max and Demand Generation refresh project: Worked with agencies to update over 130 creative assets, including pictures, videos, and copy, to prevent creative fatigue and boost plane ticket purchases and destination awareness. Collaborated effectively with multiple agencies and internal teams, ensuring seamless execution on both domestic and international scales.

KPS Global LLC **Fort Worth, Texas**
Marketing Intern *June 2023 – April 2024*

- Developed SEO-optimized content for website landing pages, brochures, social media videos, and blog articles to draw in new consumer acquisition
- Facilitated customer satisfaction surveys to track, organize, and report data, helping us gauge our performance on specific projects and identify problem areas
- Researched and analyzed competitors' products, sales literature, and pricing to understand their go-to-market approach

MatchTime Sports Inc. **Dallas, Texas**
Marketing Consultant *May - Jun 2023*

- Advised on name rebranding for gen-x demographics, creating media kits, logos, graphic design, and SEO content to drive new brand awareness and new customer acquisition channels
- Performed market research on competitors to analyze pricing, services offered, and overall market reach. Converted this analysis and findings into a graphic presentation and presented it to management

Sports Warehouse Inc. **Alpharetta, Georgia**
Customer Experience and Sales Representative *June – Aug 2022*

- Consistently provided professional, friendly, and helpful customer support, consistently surpassing customer expectations
- Leveraged sales opportunities to enrich customers' overall purchasing experiences, effectively addressing any challenges encountered along the way
- Offered expert knowledge of products to help customers engage in new and additional products that would benefit their game and increase sales dollars per order

TennisPoint.com Inc. **Atlanta, Georgia**
Summer Intern – Marketing & Customer Service *June – Aug 2021*

- Produced a Digital Marketing Report using InDesign, highlighting website metrics, third-party analytics, and customer demographics to boost advertising revenue
- Contributed to a new product launch by conducting competitor research, consolidating survey data, and creating product sheets with Adobe Illustrator and Photoshop

Summer Intern – Product Management & Development *June – Aug 2020*

- Orchestrated the creation of comprehensive product roadmaps utilizing Mindjet, delineating the implementation journey for new user functionalities across SaaS software and mobile applications

LEADERSHIP AND COMMUNITY

American Marketing Association Over \$30K funds raised for a Fraternity Brother with Cancer
Phi Kappa Sigma Fraternity Volunteer and Fundraising for The Leukemia and Lymphoma Society
Neeley Premium Credentials The National Society of Leadership and Success

TECHNICAL RELATED SKILLS

Microsoft PowerPoint and Excel Certification 2016, Apple iWork Office Suite, Adobe Creative Design Suite, Re:amaze Customer Support Software, Python, HTML, MindJet's MindManager, Google Analytics, Quantcast Platform, Canva, SEM Rush, Artificial Intelligence, Salesforce, Microsoft Teams, and WordPress.