

## EXPERIENCES

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### **Product Owner | Northwestern Mutual | (Sep. 2018 - present)**

- Focusing on workplace portals within Digital Workplace

### **Digital & Social Media Manager | Cousins Subs | (Dec. 2017 - Aug. 2018)**

- Planned, developed and managed a new loyalty program acting as product owner. Duties included: writing user stories, establishing acceptance criteria, backlog grooming & more
- Oversaw the creation of a web application service with development agency to unite multiple integrations
- Assisted in system-wide rollout of new point-of-sale (POS) technology
- Transitioned gift card vendors for future efforts of compatibility/integration with loyalty program

### **Digital & Social Media Team Lead | Cousins Subs | (Dec. 2016 - Dec. 2017)**

- Managed new consumer website launch overseeing project management, QA testing and integrations acting as product owner. New features included: group ordering, ordering efficiencies, forms & more
- Upon new website launch, groomed backlog for ongoing maintenance work and phase 2 development (2018)
- Acted as day-to-day account manager for partnerships, promotions and digital vendors
- Onboarded and coordinated Digital & Social Media Specialist's training

### **Digital & Social Media Specialist | Cousins Subs | (May 2016 - Dec. 2016)**

- Successfully co-managed company-wide rebranding efforts on digital platforms
- Transitioned email marketing platform from Mailchimp to Xenial and trained team members
- Coordinated the re-design of email templates with email vendor for mobile responsiveness
- Collaborated with internal team and third-party vendor to update mobile application

### **Marketing Intern | Cousins Subs | (May 2015 - May 2016)**

- Executed a digital strategy for a non-profit campaign that increased sales \$27K
- Implemented an online advertising campaign that increased mobile ordering 68%
- Created copy and handled the content management system (CMS) for www.cousinssubs.com
- Assisted in the launch of a franchise website - www.cousinssubsfranchise.com

### **Marketing Intern | Marcus Hotels & Resorts | (May 2014 - May 2015)**

- Created content for Marcus' website launches and monthly marketing newsletters

## EDUCATION & CERTIFICATES

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### **BA - Advertising, Marketing minor | Marquette University, 2016**

*\*Graduated Cum Laude*

### **HTML & CSS Certification | Codecademy, 2016**

### **Search Engine Optimization (SEO) Certification | MOZ & Udemy, 2016**

### **Google Adwords Certification | Google, 2015**

## ACTIVITIES & ACHIEVEMENTS

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- 2017 Momentfeed *Engage* conference panelist, “How Social Can Drive Brick & Mortar Revenue”
- Volunteering: i.c. stars, Islands of Brilliance, Hunger Task Force
- 2015 PGA Championship guest services volunteer
- Dean’s List: Spring 2013, 2014; Fall 2015
- Lambda Pi Eta, National Communication Honor Society
- Marquette University Advertising Club President
- Member of the Kappa Sigma fraternity and held numerous leadership positions

## SKILLS

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- **Project Management:** Jira, AgileCraft Basecamp, Trello, Microsoft Teams, Microsoft Tasks, Slack
- **Digital Marketing:** HTML, CSS, Search Engine Optimization (SEO), Metadata
- **Content Management Systems (CMS):** Wordpress, Sitefinity, Umbraco, Wix, Weebly, Sharepoint
- **Google Platforms:** Google Analytics, Google Adwords, Google My Business
- **Creative:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- **Social Media Monitoring Tools:** Sprout Social, Hootsuite, Momentfeed, Buffer
- **Email Marketing:** Mailchimp, Xenial

## INTERESTS

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- DJing: local event and wedding DJ
- Photography: creating art through a lens
- Burgers: on the hunt for the best burger in every state and town
- Volleyball: played since the 2nd grade and former state champion
- Golf: once got a hole-in-one...while practicing
- Service: logged thousands of hours of service throughout life changing my life mission
- Traveling: have visited 3 continents, with plans to see all 7