

EDUCATION

Kent State University, Kent, OH

Master of Education in Higher Education Administration & Student Personnel
Career & Academic Advising Certificate

Anticipated May 2019

Kent State University, Kent, OH

Bachelor of Science in Public Relations

December 2014

HIGHER EDUCATION EXPERIENCE

Academic Coach

Academic Success Center, Kent State University, Kent, OH

January 2018 – Present

- Provide individual, semester-long support for a caseload of at-risk, undergraduate students enrolled in the academic recovery sections of the First-Year Experience course.
- Assemble a personalized coaching curriculum designed to enhance students' learning skills.
- Assess students' academic progress, and propose alternative learning strategies to coaching sessions as needed.

Graduate Assistant

First-Year Experience & Family Programs, Case Western Reserve University, Cleveland, OH

May 2017 – Present

- Assist in developing and implementing a weeklong Fall Orientation for more than 1,300 new first-year students.
- Support in the supervision and training of five undergraduate executive board members and more than 130 Orientation leaders.
- Organizing, managing and monitoring budgets and evaluations/assessments for individual office programs.

Graduate Assistant – Ohio Scholastic Media Association (OSMA)

School of Journalism & Mass Communication, Kent State University, Kent, OH

January 2017 – May 2017

- Updated the OSMAOnline.com website with new information about the spring state convention, and tweaked the web aesthetics for a user-friendly experience.
- Coordinated event logistics to ensure a smooth two-day event for nearly 300 attendees, which consisted of organizing an awards banquet, monitoring day-of contests, booking professional development sessions and more.
- Co-lead the communications leading to and after the event, which included recruiting judges and speakers, handling questions from high school newspaper and yearbook publications and more.

RELATED EXPERIENCE

Board Director

AAF-Cleveland Education Foundation – Student Connection

June 2015 – Present

- Assisting and executing strategic initiatives to support the 501(c)(3) organization's mission in dedicating the advancement of Ohio marketing communications students.
- Previously represented as a co-chair of AAF-Cleveland's Communications Committee and a member of the Young Pros Committee.

Assistant Account Executive

Falls Communications, Cleveland, OH

February 2016 – October 2016

- Project managed three large client accounts, supporting all marketing initiatives.
- Assisted with market research, presentations, proofing and measurement reports.
- Executed a number of media relations efforts, which also included developing monthly eNewsletters designed to maintain consistent contact with consumer and trade media.
- Wrote numerous feature articles, news releases and meeting agendas.

Assistant Account Executive

AKHIA Public Relations, Hudson, OH

December 2014 – September 2015

- Project managed seven client accounts, supporting all digital marketing initiatives.
- Assisted with market research, presentations, proofing and measurement reports.
- Executed media relations efforts, which included maintaining media lists, pulling editorial calendars, identifying editorial opportunities, drafting and sending pitches, corresponding with editors and tracking placements.
- Wrote numerous blog posts, news releases, conference reports and meeting agendas.

Intern

American Advertising Federation-Cleveland, Independence, OH

June 2014 – December 2014

- Drafted and edited copy for press releases, eNewsletters, website and promo materials.
- Managed and monitored multiple social media accounts, including Facebook and Twitter.

Marketing Assistant

Felber PR & Marketing, Twinsburg, OH

September 2012 – August 2013

- Developed editorial ideas and content for the firm's eNewsletter and blog.
- Managed social media to share company and industry insights for two clients; gained 100 followers within five months of creating a presence for one client.
- Assisted with pitching stories, drafting press materials and producing Public Service Announcements.

Communications Assistant

University Libraries, Kent, OH

June 2012 – August 2012

- Wrote news/feature stories and took pictures for the University Libraries' newsletter.
- Wrote press releases for the library; secured coverage from Kentwired.com and E-Inside.

UNDERGRADUATE EXPERIENCE

PRSA/PRSSA Liaison and Immediate Past President

Public Relations Student Society of America – KSU Chapter, PRSSA Kent

June 2014 – Dec. 2014

- Coordinated PRSSA Kent's annual professional development trip to the Public Relations Student Society of America (PRSSA) National Conference.
- Served as a senior resource to the Chapter president and Vice President of Professional Relations, and assisted with organizing the Chapter's programming and promoting the Public Relations Society of America (PRSA) Associate Membership.

Chapter President

Public Relations Student Society of America – KSU Chapter, PRSSA Kent

June 2013 – June 2014

- Led officers and developed a strategic plan for member recruitment and retention, Chapter programming and national initiatives. Earned the PRSSA National Gold Key Award and PRSSA Dr. F.H. Teahan Outstanding Chapter Award – the highest honors a student leader and a Chapter can receive.
- Served as a student communications co-chair for the YouToo Social Media Conference. Attracted 170 attendees – 54 were students, which was a 26 percent increase from 2013.

Intercampus Liaison

Public Relations Student Society of America – KSU Chapter, PRSSA Kent

June 2012 – June 2013

- Connected with various on-campus student organizations to act as a liaison and helped communicate events and volunteer opportunities for PRSSA Kent members.
- Co-chaired PRSSA Kent and AAF Kent's annual Communications Connection event and attracted more than 60 students and 18 professionals.

Provost's Leadership Academy Mentor

Student Success Programs, Kent State University

September 2012 – May 2013

- Mentored a group of first-year students to help further develop their leadership skills, while encouraging them to become change agents for the Kent State community.
- Previously served as a member, whose group pitched a proposal recommending various attainable initiatives the university can do to become a smoke-free/tobacco-free campus.

PROFESSIONAL ORGANIZATIONS

- Ohio College Personnel Association (OCPA)–Member **December 2017 – Present**
- National Orientation Directors Association (NODA)–Member **October 2017 – Present**
- Graduate Association of Student Personnel Practitioners (GRASPP)–Officer **October 2017 – Present**
- American Advertising Federation-Cleveland–Member **June 2014 – Present**