

EXPERIENCE

FASHION WRITER

303 MAGAZINE | FEB 2024-PRESENT

- Writes fashion articles for the 303 Magazine website on a freelance basis

EDITORIAL DIRECTOR

UNIA ZINE | FEB 2022-PRESENT

- Writes, edits and assigns weekly articles covering music, culture and fashion for a Gen Z audience
- Fields PR and freelance pitches
- Co-manages Instagram account (30K+ followers)
- Interviews high-profile musicians, influencers and content creators via phone, email, video, press conference or in person

CO-PRESIDENT, EDITOR, WRITER

HER CAMPUS MEDIA (ASU CHAPTER) | AUG 2020-MAY 2023

- Wrote, pitched and edited bi-weekly articles across many verticals, including culture, lifestyle, fashion, beauty and wellness
- Co-led weekly meetings and editorial brainstorming for a group of 15+ college women
- Organized team-bonding and campus events, as well as brand collaborations
- Interviewed cast from Netflix's "Never Have I Ever"

DIGITAL MARKETING SPECIALIST

CRONKITE AGENCY | AUG 2022-NOV 2022

- Client: FABRIC Incubator, a fashion nonprofit
- Executed paid and organic social media campaigns on behalf of the client using a real budget and ad management systems
- Performed search and keyword optimization, ideated and published paid media ads, and measured performance in real-time
- Developed weekly and monthly data-driven growth strategies and analytics reports

CONTRIBUTING WRITER, EDITORIAL INTERN

TIMES MEDIA GROUP | MAY 2021-SEPT 2022

- Published 58 stories across The Entertainer! Magazine, College Times, Ahwatukee Foothills News, The Foothills Focus, Phoenix.org, Gilbert Sun News, SanTan Sun News, Scottsdale Progress, The Chandler Arizonan, The Glendale Star, The Mesa Tribune, West Valley View and Queen Creek Tribune
- Covered local business, arts, community and news beats

EDITORIAL INTERN

ARIZONA HIGHWAYS MAGAZINE | MAY 2022-AUG 2022

- Wrote lodging, dining and hiking listicles and articles for the website, newsletter and magazine
- Found and scheduled culinary interviews for the "Eat My Words" podcast
- Participated in editorial and image review meetings

CO-EDITOR-IN-CHIEF, WRITER

THE CHIC DAILY | AUG 2020-AUG 2022

- Edited 100+ blog/magazine stories and wrote 12, covering entertainment, lifestyle, fashion, beauty and art
- Co-scheduled weekly editorial and social content calendars for a team of 30+ college students
- Helped plan and execute two charity fashion shows, with total ticket sales raising approx. \$5,000 for local nonprofits
- Covered live events, such as Phoenix Fashion Week and Tempe Fashion Week
- Interviewed public figures, including Mark Wahlberg

SKILLS

- AP Style
- Writing
- Meta Business Suite
- WordPress
- Interviewing
- Editing
- Google Workspace, Google Analytics
- Canva
- Reporting
- SEO Strategies
- Social Media (Instagram, Facebook, TikTok, LinkedIn, YouTube, Twitter/X)

EDUCATION

ARIZONA STATE UNIVERSITY

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION | BARRETT, THE HONORS COLLEGE

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION, MINOR IN DIGITAL AUDIENCES

- Academic Recognition: Summa Cum Laude, 4.00 GPA, Dean's List all semesters, Barrett Honors Student