

## Education

### **B.S. Communications, University of North Florida Community Leadership, Minor**

Jacksonville, Fla., May 2009 – April 2013 Courses taken in public relations and mass communications and additionally pioneered and became the inaugural recipient of UNF’s Taylor Leadership Institute minor.

## Related Experience

### **Business Development Manager, National Center for Housing Management, Jacksonville Beach, Fla, July 2013-Present**

Responsible for developing existing and future relationships with organizations to impact business and revenue growth. Coordinator of digital marketing campaigns through email marketing, including email marketing automation. Manager and moderator of all social media accounts including executive management.

### **Social Media, Public Relations and Marketing Consultant, Max Lesser Consulting, Jacksonville, Fla., October 2014-present.**

Private consulting responsibilities include moderation, implementation and execution of strategic digital marketing campaigns for various clients across all social media accounts. Additional services include online brand development, SEO, graphic design, video editing, website creation, and campaign marketing.

### **Social Media Assistant, Jacksonville Armada, Jacksonville, Fla., August 2015-present.**

Responsible for live-tweeting updates to 10K plus followers on @ArmadaFCGameDay. Author of Man of the Match articles, which are posted on the Armada website and social media channels. Assistant to Public Relations team for digital and print communications.

### **Public Relations and Marketing Intern, Stone Blade Entertainment, Carlsbad, Cal., November 2012-July 2013.**

Drafted news releases, media alerts, fact sheets, status reports and other promotional materials. Coordinated media event activities and planned arrangements as directed. Assisted in the distribution of client information/materials to various media and other outlets.

## Skills and Other Qualifications

- Social Media Expert
- Google AdWords and Analytics
- Microsoft Office Expert
- Adobe Creative Suite
- Search Engine Optimization (SEO)
- Web Design
- Organizational Leadership
- Customer Service and Telecommunication experience