

EDUCATION & HONORS

Indiana University, Kelley School of Business – Bloomington, IN

Bachelor of Science in Business

May 2027

GPA: 3.84/4.00

Majors: Marketing & Digital Technology Management | Minor: Media & Creative Advertising

Honors & Awards:

- Global Engagement Scholarship: \$40,000 scholarship awarded to students with outstanding academic achievement.
- Indiana University Founders Scholar: Awarded to students with a cumulative GPA of 3.8 by their fall semester.

Certifications:

- SQL for Data Science – University of California, Davis (July 2025)
- Digital Media Essentials – Basis Technologies (October 2024)
- Google Ads Search & Measurement Certification – Google (October 2023)

Consumer Marketing Workshop – Bloomington, IN

January 2025 – May 2025

- Selected as 1 of 30 students out of 100+ applicants to gain in-depth knowledge of brand strategy for CPG companies.
- Won 1st place in competition pitching technology & go-to-market strategy to executives from ScottsMiracle-Gro.
- Conducted market research and competitor analysis to align with Scotts’ brand and build a scalable educational platform.

EXPERIENCE

Uber – Bloomington, IN

September 2025 – October 2025

Brand Ambassador

- Spearheaded a multi-channel campus-wide marketing campaign for Uber and Uber Eats, utilizing strategic print and social media marketing to generate community engagement for the Uber One membership and on-site arcade activation.
- Converted student traffic into membership sign-ups by delivering personalized pitches at the activation, contributing to 2,000+ new sign-ups over two days, and secured 20+ completed surveys to gather consumer insights.

ACTIVITIES & LEADERSHIP

Aperture Partners – Bloomington, IN

June 2025 - Present

Vice President of Media & Marketing

- Create photo and video content for AP’s social media to drive significant engagement, reaching 12k+ views on posts.
- Collaborate cross-functionally with the strategy, finance, and technology departments to develop practical business solutions that align with the business goals of up-and-coming startups and our internal PR and marketing goals.

Candy Stripe Consulting – Bloomington, IN

September 2023 – Present

Vice President of Non-Profit (January 2025-Present)

- Lead 3-4 Google Ads teams to develop and optimize Google Search ad campaigns for global nonprofit clients’ needs.
- Collaborate with the executive board to oversee team management, spearhead recruitment initiatives, and enhance strategic partnerships with the American Marketing Association (AMA) at IU, ensuring alignment with AMA brand goals.

Consultant (January 2024-December 2024)

- Coordinated a team of 6-7 associates to develop, optimize, and enhance search ad campaigns in Google Ads, leveraging data-driven insights and performance KPIs to boost campaign performance and expand brand visibility to a broader audience.
- Managed a \$10,000 monthly budget to execute and optimize digital ad campaigns by implementing and refining SEO strategies to significantly boost click-through rates, impressions, and conversions for non-profits worldwide.

Associate (September 2023-December 2023)

- Consulted for-profit and non-profit businesses on outreach initiatives, including event promotion and volunteer recruitment.
- Designed and executed agency-wide social events for 80+ members to foster morale and enhance collaboration across teams.

Nitara– Bloomington, IN

September 2023 – Present

Vice President of Membership (January 2025 – Present)

- Recruit new associates and restructure the New Member Education process to thoroughly educate new members on the fundamentals of consulting, as well as essential professional development skills, ensuring they are prepared for their roles.

Marketing Associate (September 2023 – January 2025)

- Designed branded content and engaging social media campaigns to highlight Nitara’s mission of exposing over 200 followers to the global business world, while actively supporting and promoting emerging Asian startups and NGOs.

Generative AI in Business Club– Bloomington, IN

September 2023 – September 2025

Director of Marketing

- Engaged and communicated with 250+ general members, discussing new AI technology and how it’s integrated in industries.
- Boosted engagement by 35% through targeted social media (Instagram, LinkedIn) and newsletter (MailChimp) campaigns.

IU Center of Excellence for Women & Technology – Bloomington, IN

October 2024 – June 2025

Emerging Scholars Undergraduate Researcher

- Analyze 150+ social media posts from TikTok to find misinformation regarding the harms of CBT and exposure therapy.
- Code videos using Excel and Qualtrics to categorize based on credibility and opinion on exposure therapy and CBT.

INTERESTS/SKILLS