

EDUCATION

University of Florida, College of Journalism and Communications
Bachelor of Science in Advertising: Persuasive Messaging

Gainesville, FL
May 2026

- **GPA:** 4.0/4.00
- **SAT:** 1090
- **Relevant Coursework:** *Principles of Advertising, Principles of Marketing, Intro to Media Industries and Professions, Intro to Media and Communication, Sight Sound and Motion*

EXPERIENCE

Top Tier

Gainesville, FL

Social Media and Promotional Manager

March 2023 – Aug 2024

- Managed social media strategy for Top Tier, expanding Instagram followers to over 8,500 through strategic content planning and engagement practices, enhancing the brand visibility.
- Designed and executed targeted digital marketing campaigns; utilized analytics to refine strategies and optimize content delivery, achieving significant improvements in audience engagement and interaction.
- Collaborated with teams to develop and maintain a dynamic content calendar, aligning promotional activities with business objectives to effectively drive brand awareness and customer loyalty.

Gator Gallows Hunting Guide Services

Moore Haven, FL

Deck Hand/Guide

August 2022 – Present

- Assisted in organizing guided hunting tours, ensuring safe and engaging experience for clients through knowledgeable wildlife navigation and hands on support.
- Provided essential deck hand duties including boat maintenance, cleaning, and preparation for hunting equipment, ensuring all gear met safety and operational standards.
- Delivered exceptional customer service, offering information on local wildlife and hunting regulations to enhance client understanding and enjoyment.

Alpha Tau Omega Fraternity

Assistant Recruitment Chair

- Supported the planning and execution of recruitment events, effectively communicating fraternity values and fostering positive connections with potential new members.
- Collaborated with recruitment chair and rush committee to develop outreach strategies, enhancing fraternity presence on campus.
- Built relationships with prospective members, providing guidance and information to ensure a welcoming and inclusive recruitment experience.

ADDITIONAL INFORMATION

- **Memberships:** Alpha Tau Omega Fraternity Rush Committee, Alpha Tau Omega Fraternity Social Committee
- **Interests:** Hunting, Fishing, Weightlifting, Intramural Sports
- **High School:** 2021 6A Florida Football State Champion, Outdoorsman Society Club Vice President – Planned and led monthly meetings, coordinating with guest speakers to provide engaging presentations on outdoor skills, conservation, and adventure experiences.