**Work Experience:**

Meta, April 2025 - current

Data Labeling Analyst - contract

* Edit business information for Facebook and Instagram with Generative AI
* Find gaps and create solutions for Meta’s GenAI database and help businesses advertise using AI chatbots

Saluki AdLab, January 2023 - May 2025

Graduate Assistant & Copywriter

* Manage social media such as Facebook, Instagram, LinkedIn, X, and TikTok for a variety of clients
* Work with undergraduate students in the creation of ads from design, copywriting, and strategy. Lead students on social media, print, audio, and video advertisements.
* Continuation of copywriting & strategy for other local and statewide campaigns, including Quatro’s Pizza, Illinois State Police (increased applications by over 1000%), Southern Illinois Hospital Systems, and Illinois Department of Public Health.

SIUC School of Journalism and Advertising, February 2020 - May 2023

Front Desk Receptionist

* Scheduling conferences, cleaning offices and classrooms (especially during COVID), checking out equipment to students, managing office supply inventory, communicating with faculty and students.

**Education:**

Southern Illinois University - Carbondale (SIUC)

* Masters of Science, Professional Media and Media Management, Spring 2025
  + Focus: Advertising
* Bachelor of Arts, Linguistics, Spring 2023
  + Minors: American Sign Language & Journalism

**Activities:**

American Advertising Federation 2022-2025

* Served as the student representative for District 6 (2023-2025) and hosted yearly AAF awards.
* Won 1st place for the district 6 (mega-district) National Student Advertising Competition on April 28, 2023, as a copywriter, strategist, and presenter.

Planned Parenthood Generation Action, 2024-2025

* President and founding member of an activism group on campus supporting Planned Parenthood of Illinois
* Leads meetings, creates and hosts events, works directly with Planned Parenthood in Carbondale, brings undergraduate and graduate students together for a similar cause, supports patients seeking care

American Sign Language Club Vice President, 2022-2023

* Planned events, created new club bylaws, improved community outreach with Deaf people in southern Illinois, worked with SIUC Public Relations Student Society of America (PRSSA) to create new social media/advertising.

**Awards:**

American Advertising Awards; Student Gold Addy (2025, 2023) Student Silver Addy x6 (2025) Jacob Jurinek Scholarship (2024) Steven S. Hahn Scholarship (2024), Lubke-Laade Scholarship (2024), American Sign Language Honor Society (inducted 2022), AIM High Scholarship (2022-23), Mae A. Nelson Scholarship (2022), Saluki Cares Tuition Scholarship (2019).

**Skills:**

Google SEO Analytics Certification, Google Ads, Social Media Analytics, Advertising Strategy, Copywriting, Premier Pro, Adobe Creative Cloud, Conversational ASL, Video Editing, Email Marketing, Content Creation for all major social media platforms