

## Professional Experience

### Marketing Coordinator (Part Time)

*HCU Network America*

*September 2024 - Present*

Spearheading marketing strategies and campaigns to increase visibility and engagement for HCU Network America. Coordinating marketing efforts and liaising with patients and caregivers to create content.

### HCU Champion

*HCU Network America*

*September 2024 - Present*

Serving as an advocate and representative, engaging with the community to promote awareness and support.

### Storyteller, Advocate, and Content Creator (Contract)

*HCU Network America & Vitaflo USA*

*January 2017 - Present*

Developed dynamic content for Vitaflo USA's "Vitaflo Storyteller" campaign, enhancing product visibility and engagement. Delivered impactful presentations on rare conditions at the FDA's patient-focused drug development meetings and Capitol Hill during Rare Disease Week. Advocated for patient needs and shared personal stories to influence legislative and regulatory actions.

### Store Manager & Marketing Manager

*Lily and James Retailer*

*May 2022 - Present*

Collaborate with the founder to enhance marketing strategies, including social media management, promotional events, and brand image development. Implemented initiatives to boost sales and strengthen customer relationships through targeted marketing efforts.

### Marketing Chair & Marketing Coordinator

*Endicott College Campus Activities Board*

*September 2022 - May 2024*

Led and executed marketing strategies for campus events, optimizing social media channels to increase student engagement. Coordinated with student organizations to create cross-promotional opportunities and maximize event visibility. Trained and mentored a team of marketing professionals, fostering a collaborative environment.

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## Education

### B.S. in Marketing and Hospitality Management (Concentration in Events Management)

*Endicott College, Beverly, MA*

*Honors and Awards:* Dean's List (2020-2024), Eta Sigma Delta, Sigma Beta Delta, Mortar Board Honors Societies, Rare Artist Everylife Foundation Award Winner, Senior Thesis Award Winner.

**Certifications:** HubSpot Digital Marketing Certification, HubSpot Social Media Certification, Google Ads Certification, Google Analytics Certification, HubSpot SEO Certification, & N.O.R.D.'s Introduction to Rare Diseases Certification

**Senior Thesis:** Social Media and Its Impact on Rare Disease Patients, Parents, and Caregivers

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## Skills

**Marketing & Content Creation:** Social Media Management, Campaign Development, Brand Strategy, Copywriting

**Technical Proficiency:** Microsoft Office Suite, CANVA, Google Workspace

**Communication:** Public Speaking, Advocacy, Presentation Skills