

EXPERIENCE

EDWARD JONES, St. Louis, MO Accelerated Leadership Program 2023 - Present

- Each Rotation is six months long, additionally completed competitive strategies team project
- **First Rotation: Experience Center Of Excellence - Experience Management (Passed SIE, Series 7, & Series 66)**
 - Assisted with conversion to Experience-First Mindset, Experience Pillars, & Common Experience Framework; facilitating change mgmt. workshops
- **Second Rotation: External Affairs - Community Relations**
 - Advanced and built a multi-stakeholder statewide financial literacy program that is multi-million dollars in scope
 - Assisted with partner relationship management for multi-million dollar collaborative cohort
 - Assisted with multi-department and stakeholder extensive survey process of Edward Jones' corporate philanthropy
- **Third Rotation: Human Capital - Project Management Office**
 - Project Leader for Colleague Experience Project - created project plans, kept the project on track and stakeholders up to date, and various additional tasks to keep the project running smoothly
- **Fourth Rotation: Edward Jones Internal Agency - Video Team**
 - Associate Producing, Project and Program Management, Communication Strategy and Storytelling

EDWARD JONES, St. Louis, MO MBA Marketing Internship - Digital Content Strategy 2022

- Consolidated & refreshed several website content clusters from 65 pages to 30 clear, updated, and informative pages to ensure ease of customer conversion and to streamline the customer journey
- Partnered on the reduction of the website navigation menu, restructuring the website getting started page, social media thought starters, and competitor analysis to further a continued flow of customer leads and customer attraction

HEC MEDIA, St. Louis, MO Special Projects and Programs Producer 2016-2021

- Emmy-Winning Producer (NATAS Mid-Am Region, 2021); Emmy-Nominated (NATAS Mid-Am, 2019); Gold NATOA Award (2018)
- **Production:** Produced and edited 20+ journalism segments and 25+ live shows (virtual events and partner programming) that required leading 5 - 15 person teams and coordinating with additional organizations and partners.
- **Management:** Served as HEC Magazine editor for monthly 10-page publication; Initiated intern program; recruited, hired, supervised, and mentored up to 3 interns/semester (totaling 20+ interns)
- **Business Development:** Identified grant opportunities and managed applications for \$48K in grant funding; increased donations by 200%
- **Marketing:** Event promotion and production; social media and promotional video assistance; brand management, website management

PURPLE MANGO PRODUCTIONS LLC, St. Louis, MO Founder and Owner 2019 - Present

- Published articles in several publications; pitched, won, and completed copywriting, marketing, ghostwriting and editing projects; 90% success rate on work pitched

EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS, OLIN BUSINESS SCHOOL, St. Louis, MO, May 2023

Master of Business Administration, Marketing Emphasis

- Knight Scholar (Top 7% of the Class); Bauer Leadership Fellows
- Olin Marketing Association (President '22-'23, First-Year Officer); Olin Women In Business (VP, Professional Development Events '22-'23); Venture Network; Entrepreneurship and Venture Capital Association (VP, Marketing '22 - '23); Forte Fellow & Chancellor Scholar
- **Consulting Project: Nestlé Purina** - Breeze Litter System marketing and product strategy; **Get Mr.** (men's skincare startup) - Helped re-vamp their marketing strategy to make the best use of the founder's limited time & resources and increase conversion rates
- **Team Lead for Consulting Project: SVP Worldwide** - Provided a roadmap for increasing sales of MySewnet software, improving the company's partnership with their dealers, and increasing conversion rates through marketing.

WEBSTER UNIVERSITY, Saint Louis, MO, May 2018

Master of Arts in New Media Production

SAINT LOUIS UNIVERSITY, Saint Louis, MO; Magna Cum Laude, May 2014

Honors Bachelor of Arts, Communications (Emphasis: Broadcast Journalism and Mass Media); Minors: Film Studies and Marketing

- **Awards:** National Academy of Television Arts & Sciences Mid-America Chapter, Walter Cronkite Scholarship; The John J. Pauly Award for Outstanding Student Achievement, Dan Kelly Scholarship for Broadcast Journalism; Student Leader Honorarium (SLU-TV President)

ADDITIONAL EXPERIENCE

WILL – ILLINOIS PUBLIC MEDIA, Champaign-Urbana, IL **Journalist & Producer** **2015 - 2016**

- **Production:** Launched *The 21st*, a daily statewide news/public affairs talk show carried on four stations and served as senior producer; identified dynamic guests; prepared guests and hosts; assisted with directing and engineering; While developing and launching *The 21st*: pitched and developed special one-time hour-long shows and reported both feature and spot news for all beats
- **Broadcast:** Served as local fill-in host for *Weekend Edition*, *Here & Now*, and *All Things Considered* and recorded daily continuity breaks for weekday evenings; Served as pledge drive talent for radio and TV drives
- **Marketing:** Managed web and social media strategy for *The 21st*; wrote web copy and contributed to web page design

NPR, WETA ([Washington Week](#)), STL PUBLIC RADIO, & NINE NETWORK OF PUBLIC MEDIA **Production Intern** **2013 - 2014**

- **NPR Headquarters in D.C., *TED Radio Hour*:** Researched and booked guests, edited billboards and promotional pieces, generated show ideas, engineered interviews, created web content
- **St. Louis Public Radio, *St. Louis On The Air*:** Pitched and produced shows/segments, wrote web-content, completed post-production, assisted with directing, engineering, and call screening; interviewed guests

SKILLS / ACTIVITIES / INTERESTS

- **Leadership:** Emerging Leaders Program at FOCUS St. Louis (Spring 2019); SLU Communication Department Advisory Board, Member (2016 – Present); STL Public Radio Generation Listen Leadership Council, Member (2017-2019) & Marketing Chair (2018-2019)
- **Spotlight on St. Louis** – Founder/Editor: <https://www.spotlightonstlouis.com>, @spotlightonstlouis (Instagram & Facebook)
- **Running:** Trained for and completed 6 Marathons