

## Education

### **VCU Brandcenter | Richmond, VA**

Masters of Science | 2012  
Creative Brand Management

**GPA: 3.6/4.0**

### **Indiana University | Bloomington, IN**

Bachelor of General Studies | 2010

### **University of Virginia | Mediterranean Sea**

Semester at Sea Program | Summer 2009

A 10 week academic voyage across eight nations in Mediterranean Europe and Northern Africa. Studied the theme of human rights and social justice from three world class scholars—earning nine University transfer credits.

## Honors & Achievements

1st prize \$4,000 winner of 40 teams in the 2012 VCU Da Vinci Center Venture Creation Competition  
1st prize \$2,500 winner of 15 teams in the 2009 Kelley 500 Case Competition  
1st prize \$3,000 winner of 12 teams in the 2008 Eli Lilly, Electronic Information Systems Case Competition  
1st place out of 200+ contestants in Myron Kanning's Fall 2006 Stock Market Challenge  
Awarded a Black Belt in Shorin-ryu Karate at age 13

## Marketing Experience

### **Razorfish | Chicago, IL**

*UX Associate | Jun '12 - Present*

Digital innovation planning on a major mass-retail account. Lead the benchmarking research against competitors and aided in the qualification of Guest needs leading to the development of key Experience Strategies.

Part of the concepting team that developed a series of experiences designed to showcase the new Strategies.

Joined under the title *Creative Apprentice* as part of a pool of hybrid junior talent in Razorfish's pilot new-hire program. Worked on internal technology/social experiments and across disciplines— Planning, UX and Creative:

**Mercedes, State Farm, Kellogg, Feeding America**

### **Clear M&C Saatchi | New York, NY**

*Summer Associate | Jun '11 - Aug '11*

An 8-week rotational associateship at a global brand consultancy giving exposure to the fields of qualitative + quantitative research, innovation, and brand strategy.

Prepared a top-line report for an HTC Brand Manager that summarized the findings of a product concept test in U.S. focus groups.

### **Vibrant Marketing | Toronto, ON**

*Brand Ambassador | Jun '10 - Aug '10*

Fulfilled one-on-one experiential marketing executions with targeted patrons. Engaged in thousands of conversations structured to spread brand awareness and generate sales while providing product samples in-store. Reported on execution results and conducted pay & expense reporting using Microsoft Excel.

## Other Experience

### **InnoVArium | Richmond, VA**

*Visiting Entrepreneur | May '12 - Jun '12*

Earned a spot in a business incubator along with a month of extensive mentorship to help accelerate the growth of a new food venture.

### **Unilever Canada | Toronto, ON**

*Human Resources Intern | Summer '08*

Solely established and coordinated the testing initiative of a concierge service as a prospective employee benefit program.

Collaborated on a benefit audit of over 3,500 retirees, and facilitated data migration to a more scalable, Microsoft Access database system.

### **Rental Property | Bloomington, IN**

*Co-Owner/Co-Landlord | May '07 - Sep '09*

Purchased, renovated, rented and sold a 2000+ sq. ft single family residence.

### **Move-IN Buddies | Bloomington, IN**

*Founder/Manager | Aug '07*

Co-managed and oversaw 26 employees across campus during Indiana University's "move-in day". Recruited all 26 staff members and prepared all promotional materials to attract and fulfill over 120 transactions.