

ADVERTISING SPARTAN

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EDUCATION

Michigan State University | East Lansing, MI
Bachelor of Science, Advertising Management
Minor in Advertising Analytics

May 2024

Study Abroad: **Advertising and Public Relations a la Mediterranean**
Italy and France

Summer 2022

- Developed contemporary advertising campaign for international product and audience
- Worked in a team to pitch campaign to faculty and advisors; awarded second best pitch

EXPERIENCE

Media Buying Intern

June 2023 - Aug 2023

Starcom | Chicago, IL

- Coordinated a pro-bono media buy for Illinois Parks and Wildlife
- Researched and constructed a client competitive analysis for future media planning objectives
- Collected planning rates for prospective out-of-home media buys for two current accounts

Advertising Intern

May 2022 - Aug 2022

Queue Advertising | Lansing, MI

- Created prospective client packets with sample work, media buy packages and design drafts
- Collaborated with account team to understand objectives and execute on client goals
- Organized and executed the re-branding of the Meijer website by collaborating with two interns

Research Team Associate

Sep 2021 - May 2022

Cedar Banks MSU AAF | East Lansing, MI

- Conducted three focus groups targeting different demographics to better understand the cosmetic market for our client
- Analyzed focus group results and utilized data to new creative and promotional pieces

PROJECTS

"20 Days Fresh" | Fresh Thyme's Grand Opening | East Lansing, MI.

Spring 2022

- Developed print and digital materials for local organic food store's grand opening, including a focus on the health benefits of buying local and organic

#COMARTSCI | College Rebranding | East Lansing, MI

Fall 2021

- Worked with two other advertising students to coordinate and execute a rebranding initiative for the college by designing and assisting in the college wide implementation of new logos

SKILLS

Technical: Microsoft Excel, Adobe InDesign, Adobe Photoshop, Qualtrics, Word Press

Language: Italian (conversational)