

## EDUCATION

**University of Arkansas** | *Bachelor of Science in Marketing* | Fayetteville, AR | *Expected Graduation December 2025*

Sam M. Walton College of Business is ranked in the top 25 business schools in the United States.

- **GPA:** 3.8 on a 4-point scale
  - **Honors & Awards:** Dean's list and Chancellor's list multiple semesters at the University of Arkansas
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## WORK & ENTREPRENEURIAL EXPERIENCE

**Denny's** | May 2024 – August 2024 | Digital and Off-Premise Intern | Dallas, TX

- Assisted the digital and off-premise team in boosting online sales through data analytics, market research, and A/B testing to optimize campaign effectiveness.
- Played a key role in launching Banda Burrito, a new virtual restaurant, on Olo and DoorDash, UberEats and Grubhub platforms.
- Redesigned and optimized Denny's.com website, as well as created a landing page for an upcoming value menu using SEO terms, resulting in an enhanced user experience and increased engagement.
- Pioneered the creation of a late-night online menu, aiming to significantly increase sales for online ordering during the late-night day-part.
- Successfully planned and executed a company event, coordinating logistics, managing budgets, and working closely with vendors to ensure a seamless and engaging experience from concept to completion.

**Garner Branding & Marketing Solutions** | February 2024 – Present | Remote

- Established and manage a self-run marketing agency
- Collaborate with clients to develop branding strategies, including logo design, branded merchandise, and digital advertisements, enhancing brand identity and recognition
- Design and deploy responsive, user-friendly websites for small businesses, optimizing for SEO and user engagement
- Execute comprehensive marketing campaigns utilizing social media platforms and email marketing to drive client growth and customer acquisition.

**Chili's Bar & Grill** | 2021 – 2023 | To-Go Specialist & Server | Flower Mound, TX

- Provided fast, hospitable service and maintained a welcoming work environment
- Led team members during shifts and served as lead trainer for new To-Go team members
- Recognized multiple times as "Employee of the Month"

**Salvation Army** | 2018 – 2024 | Volunteer | Lewisville, TX

- Organized and hosted food drives to support the Salvation Army as well as packaging food, clothes, and other essential items into bags for distribution

**Personal Reselling Business** | 2017 – 2019 | Remote

- Recognized and capitalized on opportunities in the streetwear/hypebeast market
  - Marketed items through social media and online marketplaces
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## CERTIFICATIONS

- Microsoft Excel, Word, and Powerpoint (Certiport)
  - Digital Marketing Foundations (Linkedin Learning)
  - Google Analytics
  - SEO Foundations (Linkedin Learning)
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## SKILLS

- In-depth knowledge of various social media marketing platforms, with expertise in creating and managing campaigns on Facebook, Instagram, Twitter, etc.
- Proficient in Search Engine Optimization (SEO) strategies, including keyword research, on-page optimization, and performance tracking to improve website visibility and ranking
- Experienced in event planning, including coordinating logistics, managing budgets, and ensuring seamless execution of events from concept to completion.
- Skilled in graphic design, with prowess in creating visually appealing and effective digital and print materials.