



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

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

INVOLVEMENT**Headliners Concert Committee** | March 2025 – Present | Social Media Team Lead | Fayetteville, AR

- Led a team of three to create and execute social media content, reaching 3 million Instagram impressions in 30 days.
- Manage social media calendar and initiatives, working with outreach and design teams to align campaigns with event goals.

Razorback Retail Consortium | March 2025 – Present | Student Member | Fayetteville, AR

- Work with the U of A Retail Advisory Board to support innovation, industry engagement, and student development.
-

WORK EXPERIENCE**Cinemark** | May 2025 – Present | Digital Marketing Intern | Dallas, TX

- Analyzed the impact of Google's AI Overviews on search behavior to support Cinemark's evolving SEO strategy and identify optimization opportunities and new initiatives moving forward.
- Drafted and published SEO-optimized blog content using AI tools to drive organic traffic and align with marketing objectives.
- Improved data consistency by creating a cross-platform dictionary and resolving loyalty badge tracking issues between Tealium, GA4, and Azure Data Lake.
- Conducted in-theater surveys and focus groups to understand app usage behavior during all points of the movie going experience.
- Benchmarked competitor mobile apps and presented findings to the executive team, helping marketing advocate for an enhanced Cinemark app experience.
- Proposed "Beyond the Screen," an innovative loyalty campaign combining pre-show surveys, post-show offers, and a year-end "Cinemark Wrapped" event to boost guest engagement and gather valuable data.

Denny's | May 2024 – June 2025 | 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.
- 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.
- Developed a late-night online menu to drive sales 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.
-

PROJECTS**NRF Foundation, University Challenge (Carter's)** – <https://www.hoonty.com/nrf-carter-s>

- Developed retail expansion strategy for Carter's; selected for national competition in New York to represent university.

Unilever Axe, Case Competition – <https://www.hoonty.com/axe-unilever>

- Repositioned AXE brand in global competition; pitched strategic campaign to Unilever executives.

General Mills, Datathon

- Analyzed Walmart rollback data for Progresso to recommend timing and product mix; presented insights to executives.

Shopper Marketing Brand Competition (Hershey's Holiday) – <https://www.hoonty.com/hershey-holiday>

- Created shopper marketing plan for Hershey's holiday line; presented to Walmart and vendor teams.
-

SKILLS AND CERTIFICATION

- **Certifications:** Microsoft Excel, Word, and Powerpoint (Certiport), Google Analytics, Tableau, Salesforce, Tealium, Power Bi
- **Digital Marketing:** Search Engine Optimization Strategies (keyword research, on-page optimization, and performance tracking), Digital Analytics, Content Management, Marketing Technology
- **Creative:** Photography, Graphic Design, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom