

## EDUCATION

**University of North Carolina at Chapel Hill** – Chapel Hill, NC

May 2027

*B.A., Double Major in Data Science & Media and Journalism (Concentration in Advertising and Public Relations)*

- **GPA:** 3.6
- **Honors & Experiences:** Spring 2025 Dean's List, Fall 2024 Dean's List, Alpha Phi, Carolina Woman in Business Club, Business Cares Club, UNC Marketing Club, UNC Advertising Club, UNC Business-Technology Club

## EXPERIENCE

**SAS** – Cary, NC

Summer 2025

*Customer Advisory and Analytics Intern*

- Improved the department's internal communication strategy to expand reach and increase engagement across 1,300+ employees by leveraging exploratory data analysis
- Created PowerPoint-ready reports using Power BI and SAS Visual Analytics to communicate complex organizational data and key insights clearly to leadership
- Assisted in preparing monthly and quarterly reports by collecting and transforming data into visual narratives that highlight key metrics and growth opportunities

**Served** – Mooresville, NC

Summer 2024

*Data Science and Marketing Intern*

- Utilized Python and Excel to clean and structure over 10,000 rows of ordering data, enhancing data clarity and enabling more effective outreach
- Coded expressions in Excel to analyze quantitative company data to identify key company trends and support strategic decision making
- Leveraged trend and customer data from 5 national trade shows to tailor marketing strategies to the audiences as well as enhance brand presence
- Developed an automated email system to personalize customer promotions, demonstrating insight into consumer behavior and brand communication

**The Peninsula Club** – Cornelius, NC

Summer 2024

*Server*

- Delivered efficient and friendly customer service while managing up to 15 orders at a time, ensuring a positive dining experience for guests and prompt resolution of problems
- Strengthened team dynamics and project outcomes by encouraging open communication and supportive teamwork
- Built strong member relationships and promoted menu items, helping to drive daily sales above previous averages

## LEADERSHIP

**Procter & Gamble Standout Emerging Leaders Camp** – Cincinnati, OH

August 2025

- Chosen as one of 150 students nationwide to participate in a four-day leadership conference at P&G's headquarters

**Alpha Phi** – Chapel Hill, NC

October 2024 – November 2025

*Director of Ivy Linking*

- Reviewed and synthesized member preference data to create compatibility-based matches for 150+ participants
- Coordinated Reveal Week events and communications and a high-traffic meet-and-greet event, enhancing member engagement and driving strong attendance across activities

**Carolina Women in Business** – Chapel Hill, NC

January 2025 - Present

*VP of Communications*

- Direct CWIB's communication strategy across email and social media channels, maintaining a cohesive brand image and delivering timely updates to 500+ members
- Supervise the Communications team by reviewing content, guiding messaging, and ensuring all communication efforts align with organizational goals

## ADDITIONAL INFORMATION AND SKILLS

- *Volunteer:* The Animal Protection Society of Durham, HYPE Tutoring
- *Technical:* Excel, PowerPoint, Power BI, Python (Panda, NumPy), Canva, Regression Analysis, Adobe Creative Suite
- *Certifications/Trainings:* SAS Certified Specialist: Visual Business Analytics Using SAS Viya, Adobe Firefly Essential Training (2024), Illustrator 2025 Essential Training
- *Interests:* Fashion, Reading, Traveling, Food, Dog enthusiast