

**EDUCATION****University of Michigan**, Ann Arbor, MI

Bachelor of Arts in Sport Management, May 2016

**University of Queensland**, St. Lucia, QLD Australia

Study Abroad, March – June 2015

**INTERNSHIP EXPERIENCE****University of Michigan Athletic Department**, Ann Arbor, MI

Sep 2015 – Present

*Michigan Event and Engagement Internship*

- Engage fans of Michigan Women's Volleyball, Men's Gymnastics, Women's Gymnastics, Men's Wrestling and Women's Lacrosse through promotion activations as member of Michigan Athletic Marketing team.
- Operate video board, supervise marketing table, and interact with fans to provide positive game-day experiences.

**Light of Gold PR, Marketing, and Consulting LLC**, New York, NY

Jan – Feb, July – Aug 2015

*Part-Time Assistant Internship*

- Led company initiative of moving to satellite office and co-working space in New Jersey by developing new email account, Google+ page, website, social media accounts, Liquid Space and Meetup profiles, floor plans, and membership levels.
- Directed successful Launch Party in collaboration with Founder and CEO, Debra Dixon-Anderson, which included sending invitations, organizing the space, preparing a presentation, gathering food and supplies, and hosting attendees.
- Contacted potential and current clients via email and telephone; created quotations and contracts for clients; sent e-mail blasts and monthly e-newsletters to network; responded to media inquiries to solicit media attention; managed supervisor's schedule by setting up meetings and conference calls with clients.
- Designed websites, logos, business cards, post cards and branding for clients.

**EXPERIENCE****University of Michigan Hillel**, Ann Arbor, MI

Sep 2015 – Present

*Phonathon Campaign Caller*

- Contact donors of Michigan Hillel to obtain contributions to raise funds for programming in the Jewish community.

**Dance Marathon at The University of Michigan (DMUM)**, Ann Arbor, MI

Sep 2012 – Present

*Member, Steering Committee Marketing Coordinator 2014-Present*

- Fundraise money for social, emotional, and physical rehabilitation programs for the children and families assisted by C.S. Mott Children's Hospital and William Beaumont Hospital; personally fundraised over \$3,000 since joining the organization.
- Selected among many applicants, twice, to work with a team to achieve marketing goals for the Dance Marathon organization by operating social media accounts, producing recruiting videos, designing apparel and creating marketing campaigns throughout the year; created #WhyIStandWednesday for social media use which increased social media views and engagement.

**Delta Phi Epsilon Sorority**, Ann Arbor, MI

Sep 2012 – Present

*Member, Vice President of Operations 2014*

- Coordinate all forms and member requirements for the chapter; communicate regularly with International Headquarters.
- Engage in community service to benefit Anorexia Nervosa and Associated Disorders (ANAD) and Cystic Fibrosis Foundation (CFF).

**Michigan Sports Business Conference (MSBC)**, Ann Arbor, MI

Jan 2014 – Nov 2014

*Team Relations Flex Member*

- Planned and executed aspects of annual entirely student-run MSBC, including choosing conference theme, location and speakers.
- Facilitated group activities to ensure cohesiveness and closeness among our 30-person team.

**Camp Kinder Ring**, Hopewell Junction, NY

Summers 2011, 2012, 2013, 2014

*General Counselor/Assistant Group Leader*

- Attended 12 summers as a camper before becoming a counselor, supervising 25 girls at a residential overnight camp, aged 12 to 16; identified among co-counselors to be second in command and lead group when the head supervisor was not present.
- Twice selected as a high-performing individual by camp leadership, leading color war teams of over 100 staff and campers.

**SKILLS**

Speaking, Writing, and Reading in Japanese; Expert in MS Excel, Proficient in MS Word and PowerPoint; Social Media (Facebook, Twitter, Instagram, Pinterest, Google+)