



Account & Brand Manager



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(434) 872-1087

Education

VCU Brandcenter

Richmond, VA — May 2027

M.S. Business/Branding: Creative
Brand Management
3.75 GPA

Virginia Commonwealth University

Richmond, VA — May 2025

B.S. Business Management &
Entrepreneurship; Minor in Psychology
3.91 GPA – Summa Cum Laude

What I Can Do

Skills

Qualitative & Quantitative Research
Insight Development & Creative Briefing
Deck Storytelling & Design
Market Research & Analysis
Brand Strategy & Positioning
Project & Team Management
AI Prompting

Tools

MRI Simmons
Google & Microsoft Suites
Canva & Figma
ChatGPT, Gemini, & Claude

Don't Even Get Me Started On....

South Asian a cappella
Why Rupaul is a branding genius
Fiber-full hidden veggie sauces
Why Beyoncé is actually underrated
My notes list of 78+ names for my cat
The minute cryptic crossword

Experience

National Student Advertising Competition – (VCU Brandcenter)

Media & Presentation Teams — Jan 2025 – May 2025

- Conducted research and organized focus groups to gather consumer insights and inform strategy
- Developed a tailored media plan aligned with client objectives and research insights to boost brand desire and drive conversions
- Chosen to present campaign pitch to AT&T stakeholders, articulating insights and recommendations

Another Limited Rebellion – Creative Consultancy

Business Development Intern — May 2024 – Aug 2024

- Conducted competitive landscape and market analysis
- Leveraged social media metrics and research for outreach and performance tracking
- Prepared press releases and planned media kits to enhance visibility and branding
- Utilized the project management tool Trello to maintain organization and efficient communication

Metropolitan Business League (MBL)

Lead Youth Entrepreneurship Program Mentor, Membership & Development Intern — May 2023 – June 2025

- Mentored cohorts of 25+ student entrepreneurs, coaching venture development, personal branding, and professional skills
- Analyzed participant survey data and produced reports that supported funding and donor communications
- Created weekly Mailchimp newsletters reaching 900+ subscribers
- Identified and pursued grant opportunities; assisted writing progress reports to satisfy funder requirements
- Coached entrepreneurs through pitch preparation and presentation design for competitive showcases

Awards

Excellence in Creative Education Scholarship

Advertising Club of Richmond — May 2026

Palmer Farley Memorial Scholarship

Hampton Roads Community Foundation — Aug 2025

Distinguished Service Award

VCU School of Business — May 2024

