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PROFESSIONAL EXPERIENCE

Summary: Marketing and merchandising professional with experience in sports media, commercial real estate, and digital content creation. Skilled in social media management, branding, client relations, and retail operations. Strong background in vendor collaboration, pricing negotiation, and fan engagement. Passionate about sports marketing with leadership in Alabama Hockey merchandising and social media.

WORK EXPERIENCE

Alabama Hockey Intern, Alabama Hockey (2023-Present)

- Head of Merchandising: Worked with third party companies to create and enhance team branding through merchandising products; conducted a retail table during every home game
- Media Intern: Created and posted graphics, Instagram Posts, TikTok/Video Content, and X for the University of Alabama's D1 Team the Frozen Tide during home and away games

Draft Kings Sports Strategy Intern, Optimum Sports (Summer 2025)

- Supported sports media strategy for DraftKings by analyzing viewership trends, evaluating media placements, along with working alongside multiple creative media groups to deliver a final presentation to senior management

Marketing & Merchandising Team, Grow the Game (2025-Present)

- Generate revenue through merchandise sales to support the fundraising and sponsorship team. I design and manage a range of merchandise to align with brand goals and engage our supporters

Merchandise Chair, Kappa Alpha Theta-Delta Omicron (2024-Present)

- Collaborated with major vendors and apparel companies to manage branded merchandise orders, negotiate pricing, and meet deadlines for various Chapter events, including philanthropy, social, and recruitment events.

CBRE Tri-State Intern, NYC (Summer 2024)

- Gained hands-on experience in the fast-paced commercial real estate market of NYC and New Jersey, developing skills in client relations, market analysis, and lease negotiations. Supported brokerage calls, attended client presentations, visited premier commercial properties, and delivered a final presentation to senior management

Joyride Driver, Tuscaloosa (2024-2025)

- Independent contractor that transported students and families throughout the college campus of the University of Alabama

Junior Figure Skating Coach, Essex Hunt Club (2021-Present)

- Taught Learn to Skate to children ages 3-12 during group lessons (figure skating and hockey)
- Assisted head coaches during synchronized skating team practices
- Choreographed routines for synchronized team and individual skaters

EDUCATION

The University of Alabama- Bachelor of Science: Marketing & Sports Media

- Member of: Kappa Alpha Theta, Alabama Hockey Interns, Alabama Be-Positive, Professional Women in Communications and Business, Girls Club Alabama, Alabama Wellness Society

ADDITIONAL SKILLS

- Safe Sport Certified
- Insured ISI Figure Skating Coach
- Excel Certified
- Microsoft Word, PowerPoint, Costar, Google Sheets, Outlook, Google Calendar, Canva
- Instagram, Tik Tok, Facebook, LinkedIn, Snapchat, Pinterest, VSCO, Capcut