

## Work Experience

### Writer | TEDxAtlanta

**December 2024 - Present**

- Research and write blogs with a focus on AI, technology and innovation.
- Produce marketing materials, including web copy and social media assets, to promote the events and speakers.

### Writer & Content Strategist | Self-Employed

**April 2022 - Present**

- Collaborate with clients to write long and short form digital content to engage and retain customers.
- Conduct SEO and content research to ensure high performing content backed by strategy.
- Maintain client relations through consistent communication and meeting deadlines.

### Editorial Intern | Gazette Gal

**September 2024 - Present**

- Research and write articles related to women's health, wealth and beauty.
- Create high performing content based on SEO research and content strategy
- Collaborate with a cross-functional team to adapt content for social media.

### Brand Story & Copy Lead | Fender

**January 2024 - March 2024**

- Generate brand messaging and lead copy team to narrate Fender's "Year of the Stratocaster" SCADpro project.
- Managed a cross-functional team of 20 creatives to streamline communication and meet deadlines with quality content for the 10-week project.
- Present final deliverables and additional resources to Fender marketing executives.

### Copy Editor | SCAD Student Media

**March 2023 - March 2024**

- Edit, fact-check, and manage content from writers and editors to maintain award-winning standard of print and digital publications.
- Frequently contributed as a writer for SCAD's award-winning publications.
- Adhered to Associated Press style guidelines when writing and editing content.

### Copywriting Intern | Marketwake

**June 2023 - August 2023**

- Created long and short-form copy for a variety of platforms
- Collaborated with designers for cohesive visual storytelling
- Increased customer engagement and drive conversions through content strategy and SEO research for clients in a wide range of industries

### Copywriter | Compass

**March 2022 - June 2022**

- Ideated and developed an interactive marketing campaign to establish the brand in Atlanta and build brand loyalty.
- Co-led the copy team to research and generate web copy for the Atlanta Legacy Trail campaign

## Skills

English  
Mandarin  
Microsoft Office  
Google Applications  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premier  
Adobe InDesign  
Procreate  
Final Draft  
Canva  
Figma

## Industries

Fashion  
Beauty  
Entertainment  
Leadership Development  
Academic  
Finance  
Technology

## Awards

School of Liberal Arts Outstanding Academic Achievement Award, 2024  
Pinnacle Awards 1st Place Literary Magazine of the Year, SCAN Magazine, 2023  
Academic Scholarship: SCAD, 2020 - 2024  
Achievement Scholarship: SCAD, 2020 - 2024  
International Student Scholarship: SCAD, 2020 - 2024

## Education

Savannah College of Art and Design, 2020-2024  
BFA - Summa Cum Laude, Dean's List  
Major: Writing,  
Minor: Dramatic Writing

