

Objective

- *With a passion for marketing and advertising, my goal is to grow professionally in the marketing field by working with others and learning new skills.*
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Education

- *Rochester Institute of Technology (RIT, anticipated graduation – 2023)*
 - *Marketing*
 - *Game Design Minor*
 - *Young Entrepreneurs Academy (2017)*
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Skills & Projects

- *Communication:*
 - *interacted with clients through verbal and electronic means to provide price options for customizable towels.*
 - *Interacted with screen printing services to obtain quotes used for costs of production of towels.*
 - *Pitched my company Proud Apparel to a panel of investors.*
 - *Leadership*
 - *Managed a RIT team advertising project on Activision and the Call of Duty Franchise (2021)*
 - *Created an 18-page advertising campaign for **Call of Duty***
 - *Created an IMC strategy, creative advertising strategy as well as developing our own commercial skit related to the game **Call of Duty: Vanguard** and presenting it.*
 - *Developed an RPG (Role-Playing-Game) video game through an online course with my own creative aspects using Unity Development Platform, Visual Studios and C#*
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Professional Experience

Proud Apparel

Rochester, New York

Owner

- *Responsible for managing all aspects of the company including marketing, communication with investors, vendors, and consumers as well as budget management*
 - *Successfully received \$540 from investors for the company during my pitch presentation*
 - *Generated a \$200 profit in a span of 3 hours while selling customized screen-printed Rochester towels at Eastview mall.*
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Volunteer Experience

- *Captain of the swim team (2019) – Helped coaches organize practices and team fundraisers.*
 - *Mathnasium (2018) – Math tutor*
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