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## Some Things I've Won

Silver Award | Graphis New Talent Competition  
*2021 Winner*

Honorable Mention | Graphis New Talent Competition  
*2021 Recipient*

Hunter Garner Scholarship | Project Yellow Light  
*2020 Billboard Winner*

Dean's List | Newhouse and iSchool  
*2018 - 2020*

\*WordMasters | National Language Competition  
*2011 Winner*

## Some Things That Aren't So Fun

Syracuse University | Dual Degree | May 2022

S.I. Newhouse School of Public Communications  
*BS Creative Advertising,  
Copywriting Emphasis*

School of Information Studies  
*BS Information Management & Technology,  
Project Management Emphasis*

College of Arts & Sciences  
*Minor in Psychology*

## Some Things I Can Run

**Adobe:** InDesign, Illustrator, Photoshop

**Microsoft:** PowerPoint, Word, Excel, Project

**Other:** Google Suite MRI+, Global Web Index,  
Nielsen's Commspoint Influence, LinkedIn, Canva,  
iMovie, Facebook, Snapchat, Instagram, TikTok

## Some Things I've Done

*Creative Director | TNH | 2021*

Currently working as a creative director for the student run advertising agency at Syracuse University. I oversee and work with a creative team to create a unique and professional advertising campaign for a client.

*Peer Advisor | iSchool | 2020 - Present*

I work as a peer advisor for the iSchool and help recruit prospective students and give tours to accepted students. It is part of my job to make new students feel like they have a home at Syracuse and show them support in any way possible.

*Copywriter | Syracuse University | 2019 - Present*

Completed several advertising courses including Portfolio I.

*Advertising Assistant | Fentress Inc. | 2017 - Present*

Work part-time with Fentress Inc. and their marketing partner to develop a National Teleworking ad campaign and help with social media.

*Intern | Sun Nurseries | 2016 - Present*

Work part-time running social media accounts, making signage for the Nursery display area, and building a new website.

*\*\*Manager, Trainer, Assistant, etc. | McDonogh Barn | 2010 - Present*

I've worked with horses for the majority of my life. Here are just a few of the jobs I've had over the years: manage and care for horses; prepare for events and competitions; announce, organize, and advertise for competitions and fundraisers; teach children how to ride; help run a summer camp for aspiring competitive riders (and that's only the half of it).

*\*Yes, this is an award from middle school, BUT I was one of the 51 students, out of 37,000 total students, to receive a perfect score (which my parents still bring up at family dinners).*

*\*\*Disclaimer: You may think that working with horses doesn't have much to do with advertising but, let me tell you, the amount of creativity and finesse it takes to jump on top of a two-ton animal and make it hurl itself over big jumps is nothing to be laughed at. Additionally, extreme patience and concentration are required from anyone training young kids on woebegone ponies who would rather be munching on some hay. But the most important thing I learned over the years was perseverance. To say I failed a lot would be an understatement. From falling off horses and literally getting trampled on, to trying to keep the thousands of horses, parents, trainers, competitors, and judges happy at horse shows, if there is one thing I can say about myself it's that I surely know how to ... get back in the saddle.*

**“It’s the eye of the .”**

Only 3,500 tigers are left in the wild. By 2030 they will be extinct. Help us save endangered species by signing legislation to help prevent deforestation. For more information visit [www.savethespecies/petitions.org](http://www.savethespecies/petitions.org). Once they’re missing, they’re gone forever.



**“The in the room.”**

African elephants will be extinct by 2040. Use your voice and contact your legislator to sign a petition to protect endangered species in your area. For more information visit [www.savethespecies/petitions.org](http://www.savethespecies/petitions.org). Once they're missing, they're gone forever.



**“As busy as a .”**

40% of honey bees in the U.S. have gone extinct. Take action to protect the habitats of endangered species. Sign a petition in your area to stop deforestation. For more information visit [www.savethespecies/petitions.org](http://www.savethespecies/petitions.org). Once they're missing, they're gone forever.



“Coach, I promise I’m ok.  
Put me back in.”

Up to 80% of athletes who receive concussions will experience continuous symptoms of post-concussion syndrome. Symptoms include blurred vision, trouble reading, migraines, nausea, light sensitivity, and confusion. Play it smart. Visit [www.headwayfoundation.com](http://www.headwayfoundation.com) to learn how you can help prevent athletes from sustaining permanent brain damage.



“Don’t worry, I’m tough.  
My head doesn’t even hurt.”

Each year, thousands of athletes have their careers cut short due to concussions. It’s not worth finishing the game if you’re out for life. Symptoms include blurred vision, trouble reading, migraines, nausea, light sensitivity, fatigue, and confusion. Play it smart. Visit [www.headwayfoundation.com](http://www.headwayfoundation.com) to learn how you can help support and protect athletes from irreparable brain damage.



“I get hit all the time.  
It wasn’t even that hard.”

50% of concussions go undiagnosed. Athletes who have sustained one concussion are four times more likely to get another. Symptoms include blurred vision, trouble reading, migraines, nausea, light sensitivity, fatigue, and confusion. Play it smart. Visit [www.headwayfoundation.com](http://www.headwayfoundation.com) to learn how you can help prevent concussions and aid in concussion recovery.



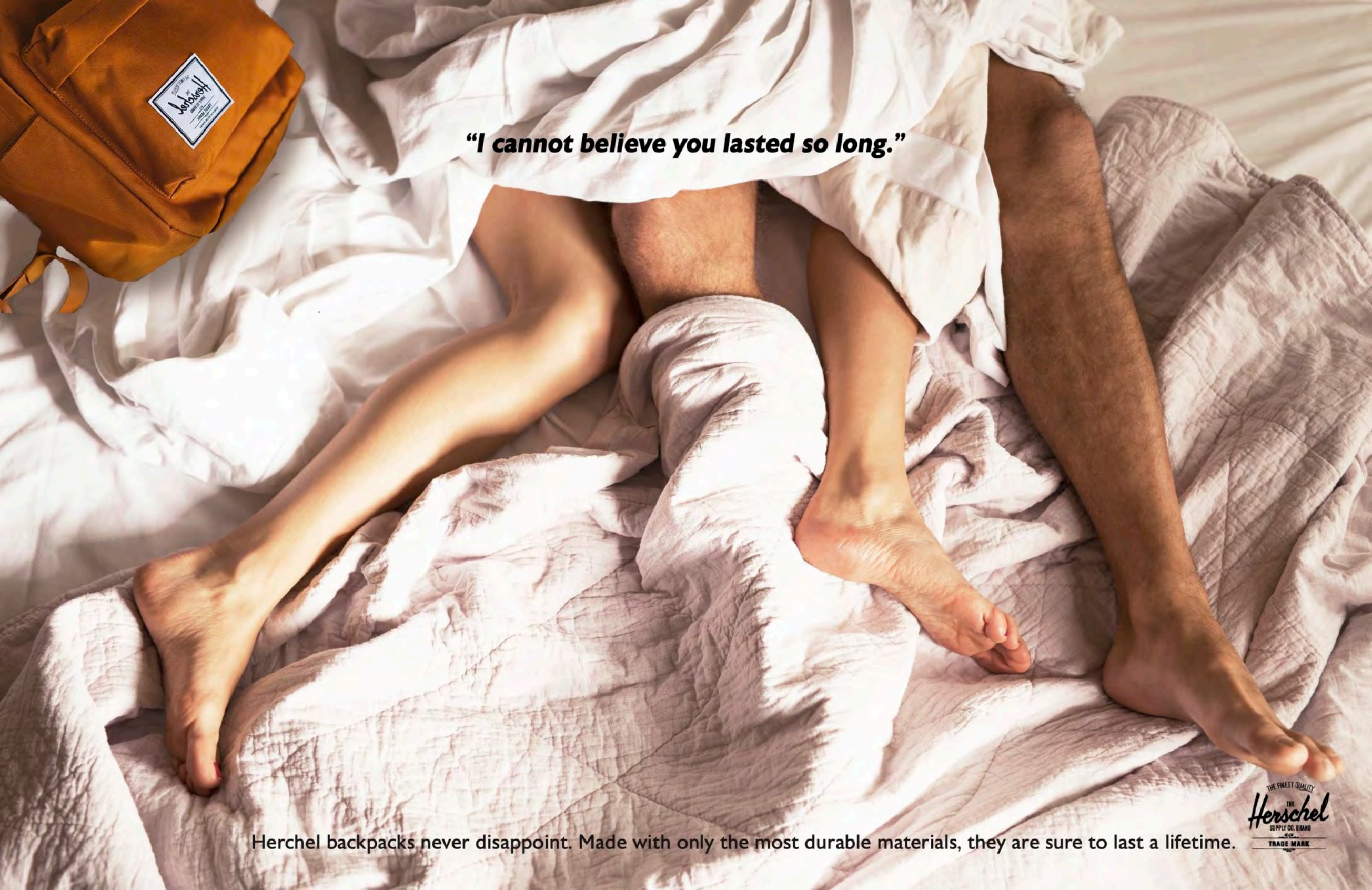
A couple is standing on a paved street, holding hands. The man on the left is wearing a white t-shirt, dark pants, and green sneakers, and is carrying a brown and green camouflage Herschel backpack. The woman on the right is wearing a grey t-shirt, dark pants, and black loafers. They are standing on a street with a white arrow painted on the pavement. The background is a green wall.

*"I cannot believe you've put up with me for so long."*

A backpack that stays with you through every bump in the road.

THE FINEST QUALITY  
THE  
*Herschel*  
SUPPLY CO. BRAND  
TRADE MARK





**"I cannot believe you lasted so long."**

Herschel backpacks never disappoint. Made with only the most durable materials, they are sure to last a lifetime.





***"You're always on my back."***

Herschel backpacks belong on your back and will be by your side throughout your entire education.

