

EDUCATION

The University of Scranton, Kania School of Management
Bachelor of Science in Marketing
South Side High School - Rockville Centre, NY
International Baccalaureate Diploma

Graduation May 2026

September 2018-June 2022

RELATED EXPERIENCE

Rhoback U Athlete

April 2024-Present

Remote

- Promoted Rhoback products through creative social media strategies, enhancing brand awareness and engagement
- Created and shared content displaying products, driving audience interaction and loyalty
- Monitored engagement metrics to assess campaign performance and optimize future strategies

EnforceTheSport – Social Media Marketing Intern

June 2025–September 2025

Remote

- Executed engagement by publishing daily comments on trending Instagram sports content, helping increase brand image
- Managed community engagement by replying to audience comments and cultivating conversations that enhanced fan loyalty
- Logged activities in Excel and incorporated feedback to refine tone, boost interaction quality, and improve performance

SoccerFest – Sponsorship Team

January 2025–May 2025

University of Scranton – Sports Event Management Course

- Created and maintained a CRM-style system to manage sponsor outreach and follow-ups for a community athletic event
- Secured local sponsors including Crumbl Cookie and Jitty Joes through personalized pitches via email, phone, and in-person

University of Scranton PWC Case Challenge

October 2023-November 2023

University of Scranton – Scranton PA

- Collaborated with a team to assess morale challenges at Z-Commerce and design employee-focused initiatives that strengthened engagement, motivation, and organizational culture following a workforce reduction

WORK EXPERIENCE

Seasonal Position

June 2025-August 2025

GAP INC. - Oceanside, NY

- Supported daily store operations through restocking, merchandising, and checkout service while promoting the GAP credit card program to enhance sales and customer satisfaction

Cabana Boy

June 2020-September 2024

Clearwater Beach Club - Atlantic Beach, NY

- Assisted guests with professionalism and precision, demonstrating strong communication, problem-solving, and teamwork to ensure efficient service and a positive overall experience

VOLUNTEER EXPERIENCE

Volunteer Partner

December 2021-2023

Hoops For All - Rockville Centre, NY

- Assisted adolescents by providing personalized support and organizing skill-building stations to enhance fundamentals
- Ensured a safe, inclusive, and enjoyable environment that encourages learning and participation

LEADERSHIP EXPERIENCE

NCAA D3 Cross Country / Track Teams

August 2022-Present

The University of Scranton - Scranton, PA

- Elected Captain of the Cross Country Team (2025), fostering accountability, teamwork, and consistent performance
- Mentored with guidance on training, race strategy, and mental preparation while promoting communication and unity

SKILLS

Interpersonal & Teamwork

- Experienced in fostering customer relationships and delivering outstanding service
- Skilled in collaborating with diverse teams to achieve shared objectives efficiently

Analytical & Technical Skills

- Proficient in Microsoft Excel, PowerPoint, and Word
- Leveraged AI tools to enhance workflow efficiency and solve complex problems
- Trained in optimizing content strategies using data-driven insights and engagement analytics
- Efficient in Google Workspace for collaborative projects and efficient workflow