

SKILLS

Marketing Strategy	Marketing Communications	Customer Insights
Digital Marketing	Market Research	Event Marketing
Content Strategy	Campaign Development	Social Media Strategy
Brand Strategy	Marketing Analytics	Cross-Functional Collaboration

EXPERIENCE

1440 Multiversisty	
Assistant Manager of Social Media (+ Communications)	Feb 2026 - Present
Assistant Manager of Social Media	Aug 2025 - Feb 2026

- **Built and implemented social media systems** including brand guidelines, content calendars, and approval workflows to improve consistency, efficiency, and cross-team collaboration.
- Managed **social media strategy, content creation, and community engagement** across Instagram and Facebook, increasing engagement rate by 94.5% compared to the previous year.
- Led **internal communications** through daily newsletters for 1440 Multiversity and the 1440 Foundation, ensuring timely and consistent messaging to all teams across campus.
- Managed **event marketing and promotion** across Eventbrite, Facebook Events, and paid social campaigns to increase program visibility and attendance.
- Developed analytics and guest feedback report systems to track performance, identify audience insights, and inform marketing and engagement strategies.

Glidewell Dental- Social Media Strategist	Oct 2024 – Aug 2025
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- **Managed integrated social media marketing initiatives** across multiple content pillars and the Guiding Leaders mentorship program, strengthening brand visibility, engagement, and audience growth.
- Conducted **market research and analyzed customer insights and performance data** to identify strategic gaps and optimize content, messaging, and channel strategy.
- Developed and executed **data-driven content calendars and campaigns**, leveraging industry trends, brand identity, and audience behavior to support broader marketing and sales initiatives.
- Generated **\$180K+ in revenue** through targeted organic social content for Glidewell.io and **increased Guiding Leaders' application rate by 10% YoY** through organic social media initiatives.

Soquel Vineyards- Senior Capstone Project - Team Leader	Jan 2024 – May 2024
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- **Led a team of 4** in developing an integrated marketing plan for Soquel Vineyards, aligning brand strategy, customer insights, and digital initiatives to support business growth.
- Conducted competitive analysis, market research, and client interviews to identify market opportunities and inform data-driven marketing recommendations.
- Developed a social media and content strategy to strengthen brand awareness, expand digital reach, and drive customer engagement and retention.

Nannette Benedict Office DDS and Associates - Multi-Department Assistant	May 2021 – May 2024
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- Provided operational and time management support, ensuring efficient daily workflows.
- Trained and supported new employees, contributing to team development and operational success.
- Adapted to various roles across departments, demonstrating **flexibility** and **problem-solving skills**.

Self Employed - Social Media Content Creator	Feb 2020 – June 2022
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- Created a niche social media presence with an emphasis on dental hygiene.
- Managed **content creation, brand partnerships, posting schedules, and monitored engagement utilizing Meta's KPI tools**.

EDUCATION

California State Univerity Monterey Bay	Spring 2024
Bachelor of Science in Business Administration with a Concentration in Marketing	

Relevant Courses: Professional Sales and Sales Management, Integrated Marketing Communication (Social Media Marketing), Market Research, Digital Culture (SEO, HTML, and Website Design), Global Marketing