

follower growth.

- Produced real-time, viral campaigns including “Best College Town,” generating 5,600+ SMS sign-ups and \$8K+ in sales.
- Strengthened brand affinity and community management through timely responses and interactive campaigns.

Barstool Sports — City Viceroy, Barstool Midwest

- May 2024 – Aug 2025
- Founded and scaled Barstool Midwest to 100K+ followers in four months through trend-driven storytelling.
- Created highly shareable content tailored to a Midwestern audience, enhancing brand visibility and loyalty.
- Utilized analytics and sentiment monitoring to inform content direction and audience growth strategies.

TECHNICAL SKILLS

Social Media & Marketing Tools:

Meta Business Suite | Sprout | Hootsuite | Adobe Creative Suite (Photoshop, Premiere Pro, AEM) | Canva | Google Ads | Amazon Ads Suite | WordPress | Microsoft Office Suite

Social Platforms:

Instagram | TikTok | X (Twitter) | Facebook | YouTube | LinkedIn

CORE COMPETENCIES

Social Listening & Sentiment Analysis | Content Creation & Brand Storytelling | Community Management & Crisis Response | Analytics & KPI Reporting | Trend Research & Digital Innovation | Copywriting & Editing | Cross-Functional Collaboration | Campaign Strategy & Execution