

Using my personal experience to create and develop brands that will make an impact on the community, while learning how to hit and recover in an ever changing environment.

I may only be 21 years old, but my personal experiences are why I will make a difference in your organization. These experiences and opportunities have cultivated me into the woman I am today and will continue to do so throughout my career.

After graduating from Regents School of Austin during the pandemic of 2020, I had the privilege of going to a school that would challenge me both academically and athletically. I found myself in sunny La Mirada, California, just outside of Los Angeles, for the first two years of my collegiate career. My educational journey at Biola included pursuing a B.A. in Public Relations, a minor in art, and classical studies through a great books program in the Torrey Honors College.

As much as I cherish the education I received at Biola, the original reason why I decided to go to school so far away from home was to play on the NCAA Division 2 Women's golf team. I became one of our SAAC (Student Athlete Advisory Committee) representatives and a Co-Captain my sophomore year after a successful top 2 conference finish my first year. My individual accomplishments on the team included WGCA Academic All-American (both years), PacWest Second Team All-Conference, and numerous other season awards.

The real contribution I was able to make during my time at Biola was the partial rebrand to the golf team. I helped my coaches with a social media and fundraising plan that helped contribute to the future of the program and the new on-campus practice facility that is currently in the works.

Although I learned so much on and off the course, I decided that after a hole-in-one and a new PR score, that it was time for something different to further my professional and academic career. That is when I decided to apply to The University of Texas, one of the only schools I never considered because my parents are alumni and I am an Austin native.

Four months after the best round of my life, I am back at home, going to UT and pursuing a major that will allow me to further my career through education and opportunities. I am a senior pursuing my B.A. in Public relations and minoring in sports media. Being back in Austin and narrowing my interest to sports has allowed me to accept numerous opportunities. Over the past year, I have helped a startup team win a national championship, I have helped numerous clients grow their media growth, and I have contributed to the rebrand of an organization.

The Texas Smoke was a new addition to the Women's Professional Fastpitch (WPF) league in 2023. That same season, they won the regular season and the playoffs becoming WPF champions their first season. While the team may have been putting in the work on the field, I was helping

the marketing team behind the scenes run the home game production, promote the team through newsletters, and travel to other cities with the team to help them succeed.

During this same time, I worked at JHL Company, an Austin PR and events firm. I worked with our political affairs client in addition to numerous nonprofit organizations that use sports to fundraise in the community. By monitoring and growing their social media presence and planning certain posts, I helped these organizations grow and gain the necessary funding to help their various causes.

I currently work for a nonprofit organization, RBI Austin and the Cat Osterman Softball Academy (COSA), contributing to the rebrand of the softball side of operations. From colors and logo designs, to photography and videography, to planning monthly content, I worked to contribute to the success of the organization.

My background as a former athlete allows me to have a unique perspective in the sports world because I understand what an athlete wants, but also what the marketing executives want. I learned how to manage my time while being a student athlete and a working student. I learned skills in a real work environment that have contributed to the success in my career thus far. In addition, I learned how to be patient and work with all kinds of people in order to perform my duties at a high standard. With this in mind and my background at these various organizations and through school, I will contribute to the success of your organization.