

## DIGITAL MARKETING STRATEGY & MANAGEMENT

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Womanish Art Exhibition | Chicago, IL  
Patagonia Worn Wear | 2018-2019

## EVENT PRODUCER

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WWDC 2019 & WWDC 2020  
Mike Bloomberg 2020  
Jamie Harrison for Senate,  
Presidential Forum on Gun Control  
Jon Ossoff for Senate  
COP 25  
Governor Gavin Newsom  
NARAL National Conference  
Sages & Scientist Symposium

## EVENT PRODUCTION, COORDINATION AND MANAGEMENT

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Patagonia Youth Climate Action March  
Patagonia HBCU College Tour  
Southeast College Tour  
Patagonia Summer Intern Event  
Coordinator Summer

## EXPERIENCE (CONTINUED)

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**Advance Lead** | Jaime Harrison for U.S Senate | September 2020-November 2020

- Supported the Director of Advance and Scheduling in planning and execution of drive-in rallies and bus tours
- Served as the press coordinator for five drive-in rallies, two senatorial debates, and a five-day bus tour
- Collaborated with the South Carolina Democratic Party to develop a statewide bus tour
- Produced a concert featuring Grammy award-winning artist, Common
- Facilitated technologies for virtual town halls and various social media events
- Drafted press advisories for various events and managed press gaggles

**National Advance Lead** | Mike Bloomberg 2020 | November 2019-March 2020

- Supported the Director of Advance in managing event conceptualization and execution
- Coordinated travel logistics for the Mike Bloomberg, campaign staff, traveling press corps, and private security details
- Managed production schedules, procured contractors, and resolved vendor invoices
- Drafted press advisories for presidential events including rallies, community meetings, private dinners, and bus tours

**Digital Marketing Manager** | Tin Shed Ventures | November 2018-October 2019

- Managed all digital media marketing and e-commerce strategy for Patagonia's recommerce brand, Worn Wear
- Enhanced digital marketing strategies for various Tin Shed Ventures portfolio companies
- Researched environmentally responsible start-up companies for Series A investment opportunities
- Assisted in the planning and coordination of Patagonia's 2019 Youth Climate Strike

**Worn Wear Tour Associate** | Patagonia | August 2017-November 2018

- Served on the Diversity, Equity & Inclusion grants council and internal events planning committee
- Managed event merchandising and digital media marketing for Worn Wear tour events
- Operations coordinator and tour manager for Patagonia's 2018 College Recruiting Tour
- Scheduled outdoor recreational events for Patagonia's 2018 & 2019 Summer Internship program
- Assisted the tour manager in planning, scheduling, and execution of Patagonia's first-ever Wetsuit Repair Tour

**Public Relations & Communications** | Patagonia | August 2017-November 2018

- Assisted the Director of Global Communications and Public Relations in scheduling pre-season photoshoots
- Conducted research supporting Patagonia's national campaign "Save Bears Ears National Monument"
- Planned, coordinated and scheduled events related to Patagonia's SP' 17 & FA 18' product highlights