BBDO

PUBLICIS - MIA

- Drove the digital asset process from inception to product correct completion: routing images, videos and copy through the FCA product team for approval before official launch of the website
- Responsible for documenting all of the incoming, outgoing and retouched assets for the websites of each car brand by keeping metadata trackers, Excel spreadsheets, agency file folders and team members up to date
- Worked cross-functionally with third party vendors, partner agencies and members from each department of the agency in an effort to deliver unified digital content, that aligned with the values of each brand, while meeting clients expectations and KPIs

APPLE

- Provided software support for Apple consumers & business clients through the use of my technical knowledge, interpersonal skills & troubleshooting ability
- Used phone skills to promote Apple's hardware, software and service offerings

FSU CAMPUS REC

- Analyzed data and insights from social to guide strategic solutions that drove brand awareness and high user engagement
- Developed an online presence for the university, which included managing social media accounts, writing fitness lifestyle articles and planning promotional events

BBDO - ATL

- Assisted in the day-to-day management of collateral projects and miscellaneous campaigns for multiple brands
- Managed client documents and facilitated communication among other departments using a client-centric approach to ensure sold campaigns exceeded objectives
- Responsible for creating a digitally innovative strategy for Buffalo Wild Wings by using consumer trends and competitive analysis to meet client needs by using consumer trends and competitive analysis

PASSIONATE PLAYMAKER

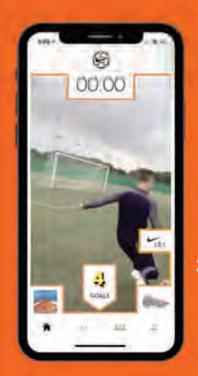
Despite being the youngest employee at Publicis Miami, working in a completely seperate department in Project Management, I was invited to join the creative strategy team after being recognized for my ability to strategically assess and solve client needs via creative solutions.



COLLABORATIVE COMMUNICATOR

My passions are to share and create ideas that connect people through technology and work cross-functionally to tell impactful stories. My ability to recognize the skills and strengths in others ensures that I will always work as a dynamic leader so that we all win as a team.

LIFELONG LEARNER



Throughout my time in quarantine, I created a full fledged marketing plan / app idea which identifies two main opportunities that Nike can exponentially grow from: the decline in exercise in Nike's target audience since the start of COVID-19 and the lack of presence, from the brand, in this new form of social media. For more on this idea... click here -->

BRANDO

FLORIDA STATE UNIVERSITY 19

BS. INFORMATION, COMMUNICATION & TECHNOLOGY MINOR: PSYCHOLOGY

President of Advertising Club Co-Founder of Sports Analytics club



8/12/19

<- visiting

Nike HQ

KEY ACCOMPLISHMENTS



- Successfully planned biannual trips for the FSU Ad Club which included: arranging 16+ agency visits, securing lodging for 100 club members and leading fundraising efforts
- Raised \$3,000+ in two weeks to support my online fundraising campaign for St. Jude's by implementing digital media strategy

OUTSIDE INTERESTS

CREATOR

writes music performs live shows designs t-shirts & logos STUDENT OF

fasion trends sneaker culture cinematic history ATHLETE*

lacrosse coach basketball junkie NBA & NFL super-fan

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