

Creative and collaborative Digital Marketing and Multimedia Specialist with a strong foundation in digital marketing, content creation, and social media strategy. Thrive in fast-paced, team-oriented environments where creativity and strategy meet. Ready to bring a creative energy and a strategic mindset to a dynamic digital marketing role.

### EDUCATION

**Bachelor of Science - Marketing & Management, Magna Cum Laude**  
**Minor in Data Science**

*Minot State University • Minot, ND • August 2020 - May 2025 • GPA 3.87/4.0*

### EXPERIENCE

**Student-Media Production Specialist** - Minot State University (MiSU) • Minot, ND • August 2024 - May 2025

Executed pre-production initiatives, such as scripting interview questions and communicating with interviewees to schedule suitable interview times. Recorded main footage and any B-roll relevant to assigned projects. Produced videos with Final Cut Pro and Keynote for Minot State University's social media pages, including Facebook, Instagram, X/Twitter, and YouTube.

**Social Media Manager & Board Member** - MiSU Student-Athlete Advisory Committee (MiSU SAAC) • Minot, ND • February 2022 - May 2025

Improved communication between MiSU's athletic department and 17 sports teams, resulting in a 25% decrease in scheduling conflicts and miscommunication. Produced multimedia assets for SAAC events, such as an intermission video for MiSU's BESPYS event. Developed social media marketing campaigns on Instagram and Twitter accounts, achieving a 300% increase in likes and a 600% surge in views compared to last year's dance battle campaign viewers.

**Social Media Assistant** - NoSun Recordings • Remote • April 2020 - May 2021

Spearheaded marketing campaigns for 18 artists on social media platforms, including Instagram, Twitter, and Discord. Promoted and sponsored electronic dance music events on Twitch, increasing followers by 30%. Managed record label's Discord server to highlight label news and releases, increasing community engagement by 35%.

**Music Producer** • Santa Clara, CA • January 2017 - Present

Produce, mix, and edit electronic dance songs using Apple's Logic Pro digital audio workstation (DAW). Collaborate with musicians, producers, and vocalists to write new music for different genres, including Indie Pop, Electronica, Hip Hop, Trap, and Dubstep. Promote music using social media platforms, such as YouTube, Instagram, and Discord.

### EXPERTISE

**Skills:** Digital Marketing, Social Media Campaigns, Communication, Collaboration, Market Research and Analysis, Content Creation, Video Production, Music Production, Programming Languages (C++ and Python), Advanced Mandarin proficiency

**Software:** Apple Pages, Numbers, Keynote, Logic Pro, Keynote, Final Cut Pro, Motion, Microsoft Word, Excel, PowerPoint, SQL Server 2019, Visio, Visual Studio, Visual Studio Code, Google Docs, Sheets, Slides, Colab, Canva, Jupyter Notebook with Python Libraries

### HONORS & AWARDS

**Looyenga Leadership Development Program Recognition** - May 2025

**Minot State University College of Business Academic Showcase, 3rd Place** - May 2025

**Northern Sun Intercollegiate Conference Myles Brand Award** - January 2025

**National College Athlete Honor Society Chi Alpha Sigma Member** - March 2023

**President's Honor Roll** - 8 semesters between 2020 and 2025