

ABOUT ME

Highly organized, driven and detail-oriented marketing and communications professional with a strong foundation in strategic planning and execution. I exhibit exceptional interpersonal and leadership skills honed through my diverse professional experiences.

EXPERIENCE

AssistRx | Orlando, FL

- Senior Specialist, Marketing & Communications *March 2025 - Present*
- Marketing & Communications Specialist *June 2023 - Feb. 2025*
- Directs organic social media content creation and strategy, driving a 125% increase in followers, 401% growth in reach and a 115% boost in engagements on LinkedIn.
- Spearheads digital marketing campaign strategy and execution through Salesforce Marketing Cloud, growing audience reach by 199% while reducing bounce and unsubscribe rates by 57% and 87%, respectively.
- Executes all press releases, webinars and industry trade publications, strengthening the organization's position as a thought leader in specialty pharma.
- Manages the organization's presence at leading conferences, coordinating over 80+ meetings with 215+ life sciences decision-makers, and executing collateral and session content, marketing campaigns and all end-to-end logistics.
- Leads crisis communications to uphold stakeholder confidence and ensure organizational stability.
- Delivers graphic design, video editing, and website management support to elevate brand consistency and visual engagement.
- Assists in the planning and execution of quarterly organizational-wide town hall events.
- Coordinated the creation and distribution of 110+ internal communications tactics to over 1,600 employees through Q2 2023, achieving an average open rate of 76%.
- Supported 15+ employee rewards and recognition initiatives through Q2 2023 that strengthened company culture and boosted morale.

Walt Disney World Resort | Lake Buena Vista, FL

- Communications Intern, Public Affairs *June 2022 - June 2023*
- Supported the publication of 100+ posts for Walt Disney World's intranet site and social media channels with a variety of copywriting, video editing and graphic design tactics.
 - Assisted in the development and execution of successful internal and external events, coordinating logistics with key media placements and internal stakeholders, and ensuring the attendance of over 200 participants.
 - Increased awareness of company benefits and programs by developing and implementing comprehensive communication strategies, resulting in a 25% increase in employee participation.
 - Spearheaded innovative communication and content strategies that engaged over 70,000 Cast Members, leading to widespread positive feedback and increased employee satisfaction.

EDUCATION

University of Central Florida | Orlando, FL

2018 - 2021

Bachelor of Arts in Advertising and Public Relations; Minor in Digital Media

- Awards: Magna Cum Laude, President's Honor Roll, Dean's Honor List

SKILLS

- **Fluent In:** English | Spanish
- **Writing Styles:** Associated Press (AP) Style
- **Industry Knowledge:** Copywriting | Content Development | Crisis Communications | Digital Marketing | Event Management | External Communications | Graphic Design | Internal Communications | Media Relations | Public Affairs | Public Relations | Reputation Management | Social Media Management | Stakeholder Engagement | Video Editing | Web Design
- **Software:** Adobe Creative Cloud | Microsoft Office | WordPress | Salesforce | Salesforce Marketing Cloud
- **Programming Languages:** JavaScript | HTML | CSS