

SKILLS

Sales // *Deardoc*

- Broke the all-time company record for most sales, meetings held and attainment level (330%) for an SDR in September 2025.
- Consistently ranked as a top three SDR over first five months with the company.

AI & Automation in Marketing // *Grantease*

- Developed and implemented automated workflows using n8n to generate branded content, track leads, and streamline multi-channel marketing, achieving a 70% reduction in manual work.
- Completed the Google AI Essentials course via Coursera.

Marketing & Integrated Strategy // *Grantease, USA Basketball*

- Designed and executed marketing strategies for product launches, referral programs, and audience segmentation.
- Led two website redesigns to improve engagement and optimize target user experience. USA Basketball's redesign was awarded gold status by the AVA Digital Awards in "Website Redesign" and "Government Organization."
- Managed USA Basketball's public relations campaigns, leveraging CRM and email marketing tools (HubSpot, Prowly) to achieve a 15% increase in email open rates.

CRM & Data Management // *USA Basketball*

- Created event reports that contributed to securing a \$1.9M investment for Junior National Teams.
- Managed and QA'd editorial coverage of the 2024 Olympics.
- Assisted in USA Basketball's Abu Dhabi Showcase ticket sales campaign, contributing to two sold-out events and \$3M+ in ticket revenue.
- Proficient in analytics and platforms including Salesforce, Orum, Google Analytics, HubSpot, Asana, and Tableau.
- Built custom databases in Excel to analyze and visualize player and team statistics.

Content Creation & Communications // *USA Basketball, Detroit Pistons, Newbolds, Philadelphia 76ers*

- Planned and curated social media and website content, generating 3M+ engagements over four years with USA Basketball and the Detroit Pistons.
- Managed the Pistons PR website and Twitter account, increasing followers by 2,345 (140% growth) during tenure.
- Wrote press releases, team media guides, and web content to enhance brand awareness and media coverage using Adobe Suite and Microsoft 365.
- Assisted with Philadelphia 76ers game night operations, including media check-in, signage setup, seating coordination, and post-game breakdowns, while also moderating player and coach press conferences via Zoom.

Project & Cross-functional Team Management // *USA Basketball, Detroit Pistons*

- Led press operations as the primary media contact for 2–3 national teams and two minicamps annually.
- Collaborated with directors and executives on USA Basketball's website redesign.
- Won the Pistons Internship Business Challenge by pitching community engagement strategies to company executives.

EXPERIENCE

Deardoc | Account Manager | New York, NY | November 2025 – Current

Deardoc | Sales Development Representative | New York, NY | June 2025 – November 2025

Grantease | Head of Marketing | Philadelphia, PA | December 2024 – June 2025

USA Basketball | Communications Coordinator | Colorado Springs, CO | May 2022 – September 2024

Detroit Pistons | Public Relations Intern | Detroit, MI | September 2021 – April 2022

Newbolds | Line Cook, Pizza Chef, Server and Designer | Jenkintown, PA | September 2020 – May 2021

Philadelphia 76ers | Public Relations Staff | Philadelphia, PA | November 2019 – April 2021

EDUCATION

August 2017 – August 2021

BS. Sports and Recreation Management | Fox Business School, Temple University