

EDUCATION

Fordham University	Bronx, NY	CIEE Barcelona Study Center	<i>Barcelona, Spain</i>
<i>Degrees</i>	Master of Arts, May 2010; Bachelor of Arts, May 2009	<i>Program</i>	Architecture and Design, January – April 2008
<i>Majors</i>	Public Communication; Journalism and Graphic Design	<i>Institutions</i>	ELISAVA Escola Superior de Disseny; Universitat Pompeu Fabra

SKILLS

<i>Languages</i>	English and conversational Spanish
<i>Software</i>	Google Suite; Final Cut Pro; Pro Tools; Adobe Creative Suites; Salesforce; Square; Squarespace; Wix; Canva
<i>Additional Skills</i>	Photography, writing, videography, basic HTML, social networking through Facebook, Instagram, YouTube, LinkedIn

EMPLOYMENT HISTORY

01.20 – Present	Engagement Manager	<i>Keep Growing Detroit, Detroit, MI</i>
	<ul style="list-style-type: none"> Oversee outreach strategies with the Engagement Team, including creation and execution of mass communications, promotions, social media, e-newsletters, community events, print and digital assets, and a complete revamp of the organizational website Analyze and assist in all data reporting through monthly statistics that reflect key aspects of the organization's connection to nearly 3,000 farms and gardens throughout the city of Detroit Facilitate fundraising efforts through donor relations, donation processing, and annual appeals. This includes the campaign to purchase KGD Farm, which raised more than \$138,000 Lead Co-Conspirator of the Detroit Black Farmer Land Fund, facilitating fundraising efforts, website updates, and application administration. The campaign raised over \$450K and awarded 170 Black Farmers since establishing on Juneteenth 2020 	
05.17 – 01.20	Community Coordinator	<i>Mercy Volunteer Corps, Global</i>
	<ul style="list-style-type: none"> Execute innovative, personalized recruitment strategies through data analytics, live webinars, and personnel coordination Management of three volunteer communities through annual site visits, support of local support team, implementation of quarterly program events, and oversight of the orientation and progress of the volunteer community throughout their year 	
03.16 – 05.17	Director	<i>Capuchin Franciscan Volunteer Corps Midwest, Detroit, MI</i>
	<ul style="list-style-type: none"> Managed, recruited, interviewed, provided comprehensive support, and workshops to potential candidates and individuals volunteering for a full-time, yearlong, service commitment for placements in Detroit, Milwaukee, and Ashland, MT Maintain oversight of annual budget by tracking financial program expenses while fundraising through yearly appeals Provide weekly content and management for program's website, email marketing, and social media avenues 	
08.15 – 03.16	Marketing & Communications Associate	<i>Michigan Community Resources, Detroit, MI</i>
	<ul style="list-style-type: none"> Created and distributed a complete design rebrand of print and digital materials to promote all of the organization's programs, projects, and initiatives for annual events, clients, funders, and community partners Maintained daily social media outlets, website, press releases, and email marketing efforts 	
10.12 – 08.15	Communications Specialist	<i>Henry Ford Health System, Detroit, MI</i>
	<ul style="list-style-type: none"> Designed and implemented innovative, public health digital and print marketing products to effectively communicate to program participants, community partners, professionals, and funders Lead coordination of major community events to recruit program participants and engage local partnerships Produced video assets that illustrate the nature of the program to inspire program outreach and add to funding reports Daily maintenance of program's website, email marketing, and all social media outlets 	
01.12 – 10.12	Resident Services Assistant	<i>Sisters of Mercy, McAuley Center, Farmington Hills, MI</i>
	<ul style="list-style-type: none"> Work in collaboration with residents to create representations of their life's story through text, photos, and video 	
10.11 – 01.12	Assistant Editor	<i>Our Life in the D, Voices for Michigan's Children, Detroit, MI</i>
	<ul style="list-style-type: none"> Taught journalism to youth in all 6 Skillman Good Neighborhoods, content based on events and issues that impact their areas 	
07.11 – 01.12	Media Consultant	<i>Student Mentor Partners, St. Clair Shores, MI</i>
	<ul style="list-style-type: none"> Marketing of all events and enrollment efforts through the creation of all graphic elements, press releases, online advertising, social media, video production for grant proposal, and outreach to donors, Board members, and participants 	
07.10 – 07.11	Media / Marketing Coordinator – Mercy Volunteer Corps, AmeriCorps	<i>Matrix Theatre Company, Detroit, MI</i>
	<ul style="list-style-type: none"> Mass production and daily management of all digital and print promotional and organizational materials, including educational programs, theatre/puppetry shows, annual appeal brochures, newsletter, and advertisements 	
10.09 – 06.10	Morning Show Producer / Supervisor	<i>WFUV Radio Station, Bronx, NY</i>
	<ul style="list-style-type: none"> Produced and edited a weekly album review for on-air broadcast and podcast utilizing a professional audio editing program Tracked and communicated fundraising goals to on-air DJs during bi-annual fund drives Management, hiring, and training of production assistants who contribute to the daily workings of the radio show 	

AWARDS & ACTIVITIES

01.12.2024	Core Member	<i>Center for Babaylan Studies</i>
01.01.2024	2024 Asian Pacific American Women's Leadership Institute Fellow	<i>Center for Asian Pacific American Women</i>
06.09.2023	Keynote Speaker on Community & Economic Development	<i>Cambio de Colores, University of Missouri Cambio Center</i>
05.06.2022	First Asian American and Pacific Islander Heritage Game Changer	<i>Detroit Tigers and Red Wings</i>
03.29.2021	12 Metro Detroit Asian American women leaders you should know	<i>Model D Media</i>