



## Experience

### **Social Media Manager, Branded | New York, NY; Paris Feb. 2023 – present**

Manage international team of three full-time content creators and one intern • Lead creative direction for social campaigns on Instagram, TikTok, YouTube, and Facebook • Copy edit captions and in-video text daily • Conceptualized and lead relaunch of OTOTO's Facebook page; will launch YouTube shorts soon

### **Teacher, Summer Springboard | New York, NY June 2023**

Created and taught curriculum for two-week high school journalism and social media course at Fordham University

### **TikTok Editor, Branded | New York, NY; Paris July 2021 - Feb. 2023**

Launched and grew Ototo\_Design TikTok account from zero to 223K followers, 20M likes and 300M total views • Filmed, edited, and wrote captions for 60 TikToks a month that reached as high as 19M views • Increased sales 33% overall and 250% during the 48 hours following viral video

### **Editorial Fellow, Insider | New York, NY Sept. 2020 – March 2021**

Wrote over 150 articles about entertainment, celebrities, travel, politics, music • Earned upward of 10 million monthly page views each • Wrote social posts (IG, Facebook, Twitter) and SEO for each story

### **Reporter, The Orchard Park Sun | Orchard Park, NY Feb. – June 2019**

Wrote more than 50 articles about village government, breaking news, crime, business, enterprise, culture, blotter, obituaries • Assisted in launch of Buffalo News' Sun papers and organically grew Facebook followers from 0 to 850 in only five months

### **Newsroom Intern, Syracuse.com | Syracuse, NY Sept. – Dec. 2019**

Wrote more than 50 articles about local government, lifestyle and culture for online and print

### **Newsroom Intern, WBFO | Buffalo, NY Jan. – May 2018**

Wrote and produced over 30 on-air scripts and stories for Buffalo NPR station

## Skills

### Digital

•HTML, CSS, Dreamweaver, WordPress, Viking, Elipses, Google Analytics, Teams, Drive, Sheets, Docs, Gmail, Photos; Microsoft Excel, PowerPoint, Word; Adobe Photoshop, Illustrator, InDesign, Audition, Premier;

### Reporting

•Associated Press Writing Style, Conversational Japanese, Basic Spanish, FOIL Request Filing, Podcasting, Flying Drones, DSLR Camera Operation, Videography

### Social Media

•27K+ followers on personal TikTok  
•Extremely knowledgeable about TikTok algorithm, trends  
•Twitter, YouTube, Facebook, Instagram, Parse.ly, Slack

## Education

### **S.I. Newhouse School of Public Communications; Syracuse University**

Master of Science: Magazine, Newspaper and Online Journalism

• Awarded Instructor's Assistant Position and scholarship  
• Elected secretary of Newhouse Master's Association

### **University at Buffalo**

Bachelor of Arts: English, concentration in Journalism  
Minor: Japanese

• GPA: 3.7, Dean's List & Magna Cum Laude  
• Study abroad: Tokyo International Christian University (Summer 2017); Berlin (Winter 2018)

## Awards

• Charnice Milton Award for Excellence (2020)  
• Newhouse Graduate School Master's Prize (2020)  
• Marguerite Casey Foundation Journalism Scholarship on Poverty (2019)  
• Greater Buffalo Society of Professional Journalists Scholarship Award (2017, 2019)