

EDUCATION

The University of Michigan-Dearborn
Bachelor of Business Administration
Major: Digital Marketing
Minor: Information Systems Management

Dearborn, MI
September 2017-April 2021

PROFESSIONAL EXPERIENCE

SOLV Marketing Agency

Digital Marketing Analyst

Midland, MI

February 2024 – February 2025

- Managed and optimized paid search, PMAx, and video campaigns in Google Ads and Meta Ads Manager, driving conversions, engagement, and record sales for a B2B client.
- Developed and executed SEO strategies that increased keyword rankings and organic search visibility, resulting in a 28% growth in ranked keyword volume for a key account.
- Analyzed performance to report on data from Google Analytics, HubSpot, and CallRail, identifying insights to enhance marketing strategies and drive higher ROI.
- Managed Shopify & WordPress websites, troubleshooting technical issues, maintaining site functionality, and updating content for brand consistency.
- Conducted competitive research using SEMrush, SEO PowerSuite, Google Ads, and Google Search Console to support client growth.

United Wholesale Mortgage

Senior Mortgage Underwriter

Pontiac, MI

July 2021 - December 2023

- Analyzed financial data to assess risk and determine mortgage eligibility while ensuring compliance with industry regulations.
- Maintained accuracy and efficiency in loan decision-making by applying underwriting guidelines.
- Communicated directly with mortgage broker partners to clarify loan conditions, drive approvals, and build long-term relationships.
- Completed an 8-week leadership program, strengthening skills in collaboration and leadership.

Greater Wave Media Group

Social & Digital Media Management Intern

Remote

June 2020 - January 2021

- Managed and grew two Instagram accounts by 600%, while driving awareness and engagement.
- Developed content to promote Airbnb rentals, ensuring alignment with brand messaging.
- Launched an Instagram Stories campaign, increasing email list sign-ups for marketing.

ACADEMIC EXPERIENCE & TECHNICAL SKILLS

- Alpha Kappa Psi Business Fraternity – Led alumni engagement and recruitment efforts.
- Developed marketing plans and video content for UM-Dearborn course projects.
- Designed flyers, logos, and social media content for various university organizations.
- **Other Technical Skills:** Microsoft Office and Outlook, Google Workspace, Canva, and Wix.
- **Certifications:** Google Analytics, Google Ads Search & Display, Intro to HTML5