

Stella Strategist

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Media Experience

Media Strategist | Upstream Advertising | Eugene, OR | September 2020 - Present

- Produced advertising campaign for Tinder to compete at National Student Advertising Competition against 6 universities in initial District competition and nearly 200 teams overall
- Collaborated with 45-person team on 20-page campaign plansbook highlighting strategy, media plan, and executions for 5-month, \$10 million campaign that targeted 18 and 19 year-olds in the United States
- Created comprehensive media strategy, media plan, budget, and evaluation alongside team of 8 that improved upon Tinder's current advertising by identifying weak points and places for improvement

Data Analyst | Insights with Data Course | Eugene, OR | January 2021 - March 2021

- Analyzed data on behalf of USAFacts to produce visualizations of COVID-19 incidence rates using RStudio
- Strategized how to improve pandemic response based on COVID-19 incidence rate data
- Evaluated correlation and regression analyses to understand the relationship between multiple variables

Media Planner | Media Planning Course | Eugene, OR | September 2020 - December 2020

- Formulated media plan for Les Schwab 12-month, \$4 million campaign targeting 18-35 year-olds in Pacific Northwest
- Led team of three in planning campaign and researching target demographic's psychographics and media consumption using WARC, Mintel, Statista, eMarketer, SRDS Media Planning Platform, and Simmons Insights
- Extrapolated insights from prior research to effectively utilize traditional, digital, and out-of-home placements

Media Research Analyst | Strategic Communication Research Course | Eugene, OR | September 2020 - December 2020

- Conducted focus groups and online surveys to evaluate effective communication strategies to reach college students about adhering to COVID-19 guidelines
- Utilized UserTesting platform to gain insight regarding how consumers experience websites
- Performed Twitter scraping to analyze content and messaging from individual social media accounts

Web Chairwoman | Gamma Phi Beta, Nu Chapter | Eugene, OR | October 2019 - December 2020

- Redesigned existing website using Weebly to represent the Gamma Phi Beta international brand
- Implemented new website page that facilitated increased registrations for sorority recruitment
- Consulted with Social Media Chairwoman to ensure consistent posts with Instagram account boasting 1800 followers

Additional Experience

DUX Bistro Team Member | University of Oregon Housing | Eugene, OR | September 2019 - Present

- Communicated with 10-person team to fulfill orders within designated time frame
- Multi-tasked in fast-paced environment to complete assigned tasks and orders simultaneously

Gamma Phi Beta, Nu Chapter | Eugene, OR | September 2018 - Present

- Fundraised over \$14,000 for Girls on the Run through the Pancake, Moonball, and Moon Week philanthropies
- Served on committees that organized the venue, prepped events, ordered merchandise, and recruited participants

Designated Driver Shuttle | University of Oregon | Eugene, OR | September 2019 - March 2020

- Navigated the shuttle to ensure guests arrived at their destination safely
- Consulted with team of 4 to ensure shuttle ran efficiently

Education

Bachelor of Science in Advertising with a Minor in Psychology

School of Journalism and Communication | University of Oregon | Eugene, OR | Expected June 2021

Cumulative GPA: 4.04

Awards & Honors

Mortar Board Honor Society | Scroll & Script Chapter | September 2020 - June 2021

Caroline Benson Award | Gamma Phi Beta, Nu Chapter | 2020

- Awarded to the Junior with the highest GPA in the sorority chapter

Dean's List | School of Journalism and Communication | Fall 2018 - Winter 2021