



**EDUCATION**

**UNIVERSITY OF NORTH CAROLINA at Chapel Hill, Kenan-Flagler Business School** **August 2015-May 2019**  
**Bachelor of Science in Business Administration; Minor in Social Entrepreneurship**

- Felton Howard Scholarship (Thailand); Vice Chancellor’s Gerald Unks Travel Fellowship (Malawi)
  - Semester Abroad (Bangkok, Thailand) January 2018-May 2018
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**CONSULTING EXPERIENCE**

**KENAN-FLAGLER BUSINESS SCHOOL – Chapel Hill, NC**

**Non-Profit Collaboration Consultant**

Nov 2018- Present

- Proposed research study on nonprofit collaboration in the triangle area; working under Dr. Michael Christian
- Created materials for interviews, surveys and study methods; approved by IRB
- Conducted 7 interviews with CEOs and collected data from employees from organizations
- Analyzing data to contribute to knowledge on collective action and collaboration in the nonprofit sector

**THE WATER INSTITUTE AT UNC – Chapel Hill, NC**

Jul 2018– May 2019

**Community Development and Marketing Analyst**

- Developed proposal to client to improve annual conference and increase sense of community among attendees
- Collected and analyzed data from hundreds of evaluation surveys, director interviews and social media platforms
- Proposed actionable marketing strategy and implementation plan with 2-year recommendations

**WORLD VISION INTERNATIONAL – Lilongwe, Malawi**

Feb 2017– Oct 2017

**Consultant; Water Systems Analyst**

- Collaborated with graduate researchers in Malawi, Africa investigating community-based water system management
- Conducted hundreds of interviews with households, community leaders, government officials, and water committees
- Utilized STATA to analyze quantitative and qualitative data, creating recommendation reports and presentations
- Recommendations being implemented by both local and national offices to improve water sustainability efforts

**VEGANERIE RESTAURANTS, INC. – Bangkok, Thailand**

Mar 2018– May 2018

**Marketing Team Lead**

- Led a team of 7 Thai and American students to upgrade the marketing strategies of the client in Veganerie start-up
- Researched and analyzed Veganerie’s marketing strategies targeting a younger and culturally diverse market segment
- Proposed actionable recommendations for marketing strategy and presented to CEO with implementation plan

**UNC SURPLUS STORES – Chapel Hill, NC**

Jan 2019– May 2019

**Marketing Team Lead**

- Led a team of 6 students, performing market research to increase revenue and profit, including competitor research
- Conducted 10 interviews with industry competitors; 150 respondents on target customer survey
- Implemented Social Media Marketing Strategy to reach target customers; increased online engagement by 1000%
- Presented implementation plan to ensure recurring engagement, including staff plan and business partnerships to client

**MILL CREEK ORCHARDS – Asheboro, NC**

Oct 2018– Dec 2018

**Operations Team Member**

- Led a team analyzing supply chain and forecast methods to improve overall supply pipeline and increase profit for client
- Conducted site-visits, analysis of current strategy and research for best forecast taking seasonality into account
- Created an actionable forecast plan to track supply/demand using excel; plan is currently being implemented

**INSIDE OUT, INC – Hendersonville, NC**

Aug 2018– Dec 2018

**Market Research Team Member**

- Identified value proposition, key markets for client to penetrate and ways to reach markets
- Created schedule of work and proposed schedule and key activities of investigation to client
- Conducted 20 interviews with school administrators and camp CEOs, and 200+ respondents on target market survey
- Conducted communications with client to meet needs and schedule through email, skype, phone and in-person meetings
- Proposed actionable plan and recommendations to increase attendees at camp through new innovative strategy

## **NON-PROFIT AND START-UP EXPERIENCE**

**KARA2MIJAEL** – Tarija, Bolivia; Coimbatore, India

Jan 2012– Present

### **Founder & Executive Director**

- Facilitated the building of a water system in Tarija, Bolivia, partnering with ChildFund International
- Implemented 2 water systems and 3 microloan projects in Tamil Nadu, India, partnering with SWAPTrust India
- Coordinated and ran 30 fundraisers and speaking events, engaging the community and volunteers, raising \$50K
- Appealed to hundreds of donors through cold and warm calls, letter and email-marketing and in-person pitches
- Forecasted potential donations and outcomes per fundraiser based on past organizations successes
- Budgeted and organized 2 trips to Tarija, providing supplies, and honored at the system ribbon-cutting ceremony
- Developed and managed website, and social media channels on Instagram and Facebook

**THE WATER INSTITUTE AT UNC—Chapel Hill, NC**

Aug 2015-May 2019

### **Monitoring & Evaluation Team Intern**

- Modified surveys used by researchers to evaluate projects implemented by UNICEF and World Vision
- GANTT Chart creation and organization for 16-country water system evaluation
- Direct responsibility for: contact management, conference pamphlet design, and M&E partner welcome packages
- Extracted data from 50 academic articles contributing to trace metals in water study for World Vision use

**LIBERTAS FUNDING, LLC – Greenwich, CT**

Dec 2017-Jan 2018

### **Credit Risk Analyst Intern**

- Analyzed financial statements of potential clients to determine degree of risk in extending financing
- Participated in interviews and funding calls with CEO and underwriting team to understand financial health of business
- Ran both consumer credit and business credit using the FSR model (Financial Stability Risk Score) through Experian

**COMIC RELIEF – New York, NY**

Dec 2017-Jan 2018

### **Data Migration Contractor**

- Organized and transferred hundreds of grant documents and evaluation reports for upload to new management processor
- Organized impact numbers by country, organization and cause for management to be used in Annual report
- Updated and organized main contact references for each organization which received grants

**FABL – Durham, NC**

Aug 2016-Feb 2017

### **Outreach and Marketing Intern**

- Worked with start-up client to recognize needs of organization and marketing strategy moving forward
- Led a team of three students in researching and implementing social media strategies on various platforms
- Created implementation schedule/strategy consisting of daily media blasts on Facebook, Instagram and Twitter
- Created and edited content stories to be marketed on company website and LinkedIn

**CHARITY: WATER – New York, NY**

May 2016– Aug-2016

### **Key Relationships Intern**

- Researched 400+ Major Donors' profiles, collating results for fundraising team and executive management use
- Created Donor Reengagement Strategy approach for 60 Major and Well Member lapsed donors
- Engaged with donors and stakeholders to foster relationships, appeal, and pitch new opportunities to them
- Proposed and presented strategy for donor engagement to foster community and brand to senior management and CEO

**FRANK HAWKINS KENAN INSTITUTE OF PRIVATE ENTERPRISE– Chapel Hill, NC**

Aug 2018- Feb 2019

### **Assistant to Kenan-Scholars Director**

- Budget and expense report development for the 2018-2019 Fiscal Year
- Contacted NGOs/Nonprofits for CEO participation in Panels for Kenan Scholar events
- Assisted with social media posts and paragraphs for brochures to appeal to prospective students

**THE CAMPUS Y; CENTER FOR SOCIAL JUSTICE – Chapel Hill, NC**

Sep 2018- Mar 2019

### **Organizational Development Team Member**

- Assisted in selection of pitches in quarterly "pitch days" for funding up to \$4,000 for organizational and social justice projects on UNC Campus

**CAROLINA THINK; CENTER FOR ENTREPRENEURSHIP – Chapel Hill, NC**

Sep 2018- Dec 2018

### **Small Business Consultant**

- Assisted in meetings with small business owners on UNC's campus and provided recommendations and technical assistance with basic budgeting, marketing and forecasting

## **ADDITIONAL INFORMATION**

- **Languages:** Intermediate Spanish, Elementary Italian, Elementary French
- **Computer Skills:** STATA; SPSS; MS PowerPoint, Excel, Crystal Ball, Word; Google Drive; Netsuite; Squarespace
- **Other Interests:** Music; Writing; Photography; Travel; Social Media

## **CURRENT OCCUPATION:**

**ONE MEDICAL GROUP—New York, NY**

Aug 2019- Present

### **Client Advocate and Quality and Value Admin**

- Collaborating with various departments to problem-solve client issues through phone and in-app support
- Analyzing and explaining the medical and insurance billing process on individual client accounts
- Tracking quality and value metrics based on member demographics and proposing solutions to improve client experience
- Tracking admin performance metrics on client outreach project and tracking metrics regarding key market demographics answer rate

