

Professional Experience

Churchill Downs Incorporated - Ocean Downs Casino (July 2019 - Present)

- **Marketing Specialist (May 2024 - Present):**
*Managed Social Media and Networking Platforms including Facebook, Instagram, and X.
Designed Creative Materials through Adobe Photoshop, Indesign, and Premiere Pro.
Executed email blasts for Casino Marketing campaigns through Salesforce.
Created promotions and reward levels for Everi Promotional Kiosks.
Communicated Promotions and Events to Patrons and Team Members.*
- **Database Analyst (July 2023 - May 2024):**
*Analyzed play data to calculate offers based on reinvestment percentages for three properties.
Utilized SQL Server and Microstrategy analytic software to create reports and contact files.
Created and executed digital promotions through MGT and Trilogy Everi promotion software.
Managed files and proofs across both direct mail vendors and Salesforce email campaigns.
Organized and completed a daily job log through Smartsheet.*
- **Marketing Representative (March 2022 - July 2023):**
*Managed purchase orders and financial workbooks.
Ran reports for Promotion spend and participation.
Practiced and Taught advanced data entry and digital money management.*
- **Player's Club Lead Rep. (November 2021 - March 2022); Rep. (July 2019 - November 2021)**

Everyman Theatre (January - March 2018)

- *Marketing Intern*

Apple Discount Drugs (June - August 2016)

- *Home Medical Equipment File Clerk*

Education

- **Bachelor of Arts:** *Degrees: Media and Communication Studies, Theatre: Theatre Studies,*
University of Maryland Baltimore County (UMBC), Baltimore, Maryland. December 2018.
- 3.75 GPA

Selected Experience

University of Maryland, Baltimore County Department of Theatre

- **Master Electrician:**
*She Like Girls (Fall 2018); Directed by: Eve Muson
Led, Managed, and Trained a team of electricians to hang and focus a light plot.
Maintained a diverse plot of LEDs, DMX intelligent Movers, and Conventional fixtures.
Utilized drafting programs such as Vectorworks 2018 and Lightwright 6.*
- **Assistant Master Electrician:**
Suddenly Last Summer (Spring 2017); Directed by: Hannah Nelson

Musical Theatre Club at UMBC

- *Run-Crew: The Addams Family (Spring 2016)*
- *Light Board Operator: Showcase (Fall 2015)*

Additional Skills

- Class C Driver's License and reliable transportation.
- Expert in Microsoft Office 2016, with a focus in Excel, Word, and PowerPoint.
- Proficient in Google Drive Tools, with a focus on Docs, Sheets, and Slides.
- Experienced in Python, Java, C++, and SQL programming languages.
- Experienced with Project Organization tools such as Microsoft Teams, Smartsheet, and PeopleSoft.
- Experienced in Audacity, Adobe Premiere, QLab and various other audio/video editing programs.