

EXPERIENCE

HUGHES INVESTMENTS, INC.

Greenville, SC

Executive Management

2017 – Present

- Oversee property management, property marketing materials, and portfolio financial analysis for a mixture of commercial, residential and industrial properties in the Upstate of South Carolina

RALPH LAUREN CORPORATION

New York, NY

Corporate Communications Associate

2014-2015

- Chaired implementation of a new digital communications database, establishing a PR contact system for over 3,000 media contacts used daily by 25 domestic employees; rolled out the platform for 40+ global employees
- Managed creation and approval of corporate press releases and brand messaging. Acted as liaison to internal global communications teams to streamline delivery of corporate assets
- Acted as point of contact for directing press outreach for all corporate, retail and wholesale events
- Worked across cross-functional internal teams to build and execute 360 marketing strategies for all corporate initiatives, including the opening Ralph Lauren's first New York City restaurant, The Polo Bar
- Reported media results and advertising-cost-equivalent media values to Ralph Lauren Corporation's Office of the Chairman and Senior Management teams after each major corporate initiative
- Oversaw all global photography and broadcast permits and facilitated all corporate and celebrity interviews for major U.S. corporate events, including Fashion Week events. Largest event required confirmation and management of 90 international photo and video crews
- Hired, trained and managed full-time temporary employees and supervised team's summer intern program

HL GROUP

New York

Account Coordinator (Sept 2013-Feb 2014); **NYFW Freelancer** (Aug 2013, fast-track promotion)

2013-2014

- Built traditional and non-traditional media and influencer relations to secure product placements and elevate brand awareness for four lifestyle and apparel client accounts
- Composed client-facing collateral including collaboration proposals, activity reports and press presentations
- Facilitated all front-of-house production for ten runway shows, presentations and events during NY Fashion Week

EDUCATION

COLUMBIA BUSINESS SCHOOL

New York, NY

MBA, Concentration: Real Estate, May 2017

2016-2017

Academic: Dean's List

Leadership: Co-President - Family Business Club, AVP of Events - Family Business Club, Peer Advisor, Teacher's Assistant - Family Business Management, Cluster Social Impact Chair

Member: Real Estate Association, Marketing Association, Hermes Society, Follies, Columbia Women in Business Club, Arts & Culture Club

SOUTHERN METHODIST UNIVERSITY (HONORS)

Dallas, TX

BBA, Business Marketing, May 2013

GPA: 3.84

2009-2013

BA, Markets & Culture, May 2013

Minor: Spanish

Honors: magna cum laude, Phi Beta Kappa, SMU Distinguished Marketing Major, SMU International Baccalaureate Scholar, SMU Cox School of Business BBA Scholar, Alpha Iota Delta – Information Technology Honorary, Alpha Lambda Delta Honor Society, Amy Burnham Onken Award Nominee for Outstanding Scholarship and Campus and Community Leadership

Leadership: Teacher's Assistant – Cox School of Business, President - Pi Beta Phi Women's Fraternity, Vice President of Membership - Pi Beta Phi, Policy & Standards Board Member - Pi Beta Phi, Pledge Class Social Chair - Alpha Kappa Psi Business Fraternity, Rent the Runway Campus Brand Ambassador

Study Abroad: Oxford University, England; UNO, Austria

ADDITIONAL INFORMATION

Volunteer Work: St. Francis Food Pantries, God's Love We Deliver, Pajama Program, Hillsong Kids: Sunday School Volunteer

Languages: Spanish