

MY RESUME USED TO HAVE MORE NUMBERS.

NOW IT HAS BETTER LINES.

BANKING / UBER / BOOK180

SKILLS

Copywriting
Copy editing
Consumer research
Creative presentations
AI-assisted research and ideation

TOOLS

Google Workspace
Microsoft Office
Salesforce

LANGUAGES

English / Spanish
Fluent

CONTACT

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EXPERIENCE

BOOK180

2026

Copywriting / Advertising / Spec Work

Developed integrated spec campaigns for Diet Coke Cherry, Back Market, adidas, Eggo, and Aventon across OOH, social, digital, and experiential.

Researched consumer insights, wrote headlines and campaign narratives, and partnered with art directors to connect copy and visuals. Presented work and revised it through instructor critique.

UBER EATS

2025 - 2026

COE Specialist II

Managed 150-200 active merchant cases weekly. Retained hundreds of thousands of dollars in partner revenue by resolving challenges and recommending platform strategies. Communicated in English and Spanish.

UBER SHARK TANK

2025

Winner

Led six months of research and development for a new business-line concept. Pitched it to C-suite leadership; selected winner and approved for investment and development.

FIFTH THIRD BANK

2024 - 2025

Personal Banker I

Top Banker 2024. Achieved 150% of referral goal and 110% of retention goal; generated 50+ new accounts and originated 15 loans.

EDUCATION

FORDHAM UNIVERSITY

2023

B.S. Marketing / Strategic Branding

Gabelli School of Business

SELECTED SPEC CAMPAIGNS

Diet Coke Cherry / Down Bad
Back Market / The Counter Launch
Eggo / More Mornings

WRITES

Headlines / Scripts / Social / OOH
Campaign concepts / Experiential