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Darla Moore School of Business
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EDUCATION Ph.D. in Business Administration, Marketing emphasis August 2015 – Present
Darla Moore School of Business, University of South Carolina

Bachelor of Science in Business Administration August 2011 – May 2015
Kenan-Flagler Business School, University of North Carolina at Chapel Hill

RESEARCH INTERESTS Services marketing, customer relationship management, and cross-cultural variations in strategic firm decisions

HONORS Undergraduate Business Excellence in Marketing Award, Spring 2015
Buckley Public Service Scholar, Spring 2015
Wade S. Dunbar, Jr. Scholarship, Kenan-Flagler Business School, Fall 2014
John Duke Baldrige, Jr. Scholarship, Kenan-Flagler Business School, Fall 2013
University of North Carolina at Chapel Hill Dean's List – all eligible semesters

WORK EXPERIENCE S.G. Atkins Enterprise Center (Winston-Salem, NC)
Strategic Business Development Intern (June 2014 – August 2014)

- Served as a consultant to six minority-owned small businesses, creating customer relationship management databases and developing strategic marketing plans.
- Implemented a customer service quality appraisal system based on an amended SERVQUAL scale for the evaluation of service encounter performance.

COMMUNITY ENGAGEMENT Bonner Leaders Program, University of North Carolina at Chapel Hill
Afterschool Tutor / Grant Writing Coordinator (August 2011 – May 2015)

- Acquired direct teaching experience through one-on-one and classroom-based tutoring via an afterschool program designed for immigrant and refugee elementary school students in neighboring Carrboro, NC.
- Evaluated and submitted grant applications for area non-profit the Human Rights Center of Chapel Hill and Carrboro, which housed the afterschool program.

TEAM UP Program for Foster Youth in Transition
Program Planning Member and Mentor (June 2008 – Present)

- Mentor at-risk foster youth from various NC counties through a week-long program which provides lessons on entrepreneurial leadership development, educational planning, and financial literacy. (Sponsored by Winston-Salem State University).