

## CAREER PROFILE

Innovative marketing strategist and content specialist with a solid sales and marketing acumen. An individual contributor, possessing a successful body of work across multiple platforms. Skilled in ideation, copywriting and project management. A creative thinker, known for seeking innovative solutions. Expert in crafting brand stories that connect to communities with a voice of familiarity and authenticity. Comfortable wearing multiple hats. A loyal team player, who thrives in an environment that is cooperative, challenging and hands on.

## SKILLS AND EXPERTISE

Strategic Growth	Team & Vendor Management	SEO / SEM
Communications	Marketing Automation	CRM Software
Design and Creative Direction	Microsoft and Google Office Suite	Asana / Basecamp
Community / Audience Growth	Content Creation	Brand Management
Agile Project Management	Microsoft Publisher	Business Development
Digital Media Strategy	Jira	Adobe Lightroom

## PROFESSIONAL EXPERIENCE

### Link Solutions, Inc.

Web Content Editor, WestPoint.edu

2021-2022

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- Interfaced with USMA West Point leadership and stakeholders to guide and facilitate effective digital communication via *WestPoint.edu*.
- Designed and contented engaging web pages in Drupal CMS, including image and video manipulation.
- Copy edited digital content according to West Point and AP style guides; for correct grammar and usage; to verify unified tone; and to support institutional purpose.
- Ensured Section 508 compliance and SEO best practices for all web pages.
- Trained academic and administrative staff to use CMS, as well as to apply best practices in digital design, SEO and Section 508 compliance.
- Identified unique academic client needs and collaborated with development to meet them.

### Event Journal

Director of Marketing & Business Development

2015-2020

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- Expanded footprint of nonprofit fundraising events
- Provided a strategy and digital platform for sponsor recognition
- Spearheaded marketing, new business and returning business efforts
- Cultivated referral partnerships with event planners and other critical vendors
- Maintained website, authored blogs, created video content, wrote and designed email marketing
- Managed list segmentation via marketing automation CRM
- Sold new accounts and generated incremental revenue via self-generated leads
- Established a community of vendors to grow and support business endeavors
- *Clients Included: ADL, Brooklyn Hospital, Columbia University, Covenant House, Crohn's & Colitis Foundation, Queens Library Foundation, Tiger Woods Foundation, WNET/NJTV, Young Judea*

## DexMedia

Digital Marketing Consultant

2013-2015

- Worked with local business owners to develop robust online presence via SEO and SEM
- Cultivated relationships with new and returning clients as a reliable and trusted resource
- Built ongoing marketing programs targeting curated audiences

## CampRatingz.com

Founder / Marketing Director

2006-2019

- Conceptualized consumer ratings website targeting parents of camp-aged children
- Partnered with existing internet company to bring idea to market
- Published articles for NYC-area parenting magazines and blogs, promoting website
- Garnered media mentions via press releases

## RELATED CAREER EXPERIENCE

- **Oxford Health Plans** - Senior Marketing Associate
- **Gannett Company Inc.** - Cross-Media Marketing Manager
- **USA Today** - Promotion Copywriter
- **PEOPLE Magazine** - Promotion Coordinator
- **Y&R** - Media Planner (*Colgate-Palmolive, Time-Warner*)

## EDUCATION

**Bachelor of Arts (BA), Public Communications**

State University of New York, College at Buffalo

## RELEVANT TOOLS

Drupal, WordPress, Wix.com, Canva, Constant Contact, Microsoft Office, Jira, Basecamp

## EXTRA-CURRICULAR ENDEAVORS

Airbnb Superhost, Backyard Chicken Enthusiast, Avid Hiker, Kayaker and eBiker, Adventurous DIYer