

## 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-Present

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- Interfaces with USMA West Point leadership and stakeholders to guide and facilitate effective digital communication via *WestPoint.edu*.
- Designs and organizes engaging web pages in Drupal CMS, including image and video manipulation.
- Copy edits all digital content according to West Point and AP style guides; for correct grammar and usage; to verify unified tone; and to support institutional purpose.
- Ensures Section 508 compliance and SEO best practices for all web pages.
- Trains academic and administrative staff to use CMS, as well as to apply best practices in digital design, SEO and Section 508 compliance.
- Applies Agile project management approach to facilitate responsive technical and training support.
- Identifies unique academic client needs and collaborates with the development team to meet them.

### Event Journal

Director of Marketing & Business Development

2015-2020

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- Expanded footprint of fundraising events and provide a 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, author 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: Brooklyn Hospital, Columbia University, Covenant House, Crohn's & Colitis Foundation, Queens Library Foundation, Tiger Woods Foundation, WNET/NJTV, Youth INC*

## 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
- Created a community of parents, camp owners and related businesses
- Published 6 articles for NYC-area parenting magazines and blogs, promoting website
- Published 3 articles for Hong Kong -based parenting magazine
- Garnered dozens of media mentions

## 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

### PROFESSIONAL DEVELOPMENT

University of California, Davis

*The Strategy of Content Marketing*

The Media School

*Media Planning Methodology*

New York University

*Copy Editing & Proofreading*

*Magazine Publishing Management*

*Advertising Sales, Research & Promotion*

### 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