

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 in 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 & Creative Direction	Microsoft and Google Office Suite	Asana / Basecamp
Community / Audience Growth	Blogging & Content Development	Brand Management
Project Management	Microsoft Publisher	Business Development
Digital Media Strategy	Social Media Tools	Adobe Lightroom

ACCOMPLISHMENTS:

- Launched new marketing and media platforms yielding increased sales and revenue
- Created successful marketing communications for new corporate cross-media division
- Produced daily newsletter for advertising sales professionals
- Created a #1 website in its market
- Built and established effective marketing & advertising campaigns for Fortune 500 businesses such as Y&R, Gannett Company Inc., Time-Warner and Oxford Health Plans
- Met every milestone and project deadline, using solid judgement, creative problem solving and attention to detail

EXPERIENCE:

Event Journal

Director of Marketing & Business Development
2015-Present

- Expand the footprint of fundraising events and provide a digital platform for sponsor recognition
- Spearhead marketing, new business and returning business efforts
- Cultivate referral partnerships with event planners and other critical vendors
- Maintain website, author blogs, create video content, write and design email marketing
- Manage list segmentation via marketing automation CRM
- Sell new accounts and generate incremental revenue via self-generated leads
- Establish a community of vendors to grow and support business endeavors
- *Clients Include: 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

Other Related 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*)
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EDUCATION

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

TECHNICAL SKILLS

Adobe Illustrator / Lightroom, Asana, Basecamp, Canva, Constant Contact, GoToMeeting, Hatchback, Highrise, Loomly, Microsoft Office, Microsoft Publisher, Salesforce, Wix.com, WordPress, Zoom

VOLUNTEER ACTIVITIES

- Mohonk Preserve - Copywriter: Interview staff and author newsletter articles
- Raising Hope - Mentor: Peer mentor for women in need