



OBJECTIVE

A creative storyteller with a background in journalism, public relations, marketing, social media management and web development seeks diverse opportunities to improve your brand's performance and presence in the media, online, and beyond.

WORK EXPERIENCE



Social Media Manager
San Diego, CA: 2020 – Present

- Worked with public affairs, marketing, nonprofit, and external partners and agencies to manage social media strategy and daily posts
- Executed the pet industry's first-ever Facebook Live social commerce shopping event, "The Perfect Fit," followed by "Petco Field Day."



Writer, Public Relations and Marketing Consultant
San Diego, CA: 2016 – Present

- Photographer for Rancho Guejito: Built website, social media strategy, and event photography portfolio for winery and agricultural business
- Editor for 1798 Consultants: Conducted thorough QA/QC/LMR review of FDA documentation for pharmaceutical clients including Pfizer and Novartis
- Marketing Manager for MD Revolution: Executed messaging and positioning strategy and content for San Diego-based medical SaaS startup
- Global Brand Ambassador Finalist for Williams Grants & Sons Distillers Ltd.: Traveled to Dufftown, Scotland to work with an elite team of international executives and artists to enhance innovative PR and marketing campaigns promoting Grants Whisky
- Marketing Director for KCD PR: Managed junior team operating PR and marketing activities including press outreach, social media, email and blogs



VP Media and Marketing at Tentr
New York, NY: 2015

- Developed brand, media and marketing strategy for innovative travel startup: an online marketplace that connects landowners with campers
- Oversaw digital strategy development and implementation, press outreach, content creation, online platform, web analytics, market research, budgeting and wilderness conservation campaigns in partnership with major retail brands such as The North Face and REI
- Secured coverage in national business, industry, and regional publications including *The Atlantic*, *Outside*, and *Forbes*



Communications Manager at The New York Stock Exchange
New York, NY: 2010 – 2015

- Developed and implemented communication plans to drive international media coverage of the NYSE
- Created a comprehensive global social media brand strategy, and led international team in ongoing management of digital platforms, including training, best practices, analytics and cybersecurity that built out digital audience by more than 5M and engagement activity to more than 100K weekly
- Executed PR and marketing campaigns for Fortune 500 companies surrounding major events such as product launches, IPOs, and celebrity endorsements
- Organized partnerships with international aid organizations including The United Nations, Green Mountain Energy, Charity: Water and The Humane Society
- Executive Educator for annual Veteran Associate Program, Teachers' Workshop and Women's Leadership Action Forum



Freelance Writer, Corporate Communications at The Walt Disney Company
Los Angeles, CA: 2009 – 2010

- Wrote articles about entertainment and corporate initiatives for guidebooks and *Disney Newsreel*
- Organized press and materials for events including the inaugural D23 Expo, a four-day convention that attracted 40,000+



Staff Writer, *The Journal News*; Gannett Company
White Plains, NY: 2007 – 2009

- Wrote original features and columns for daily newspapers including *The Journal News* and *USA Today*, monthly lifestyle magazines and lohud.com
- Prepared TV segments and appeared regularly on affiliated RNN cable news network



Assistant Producer, *Life Matters*: The Australian Broadcasting Company
Sydney, Australia: 2006

- Developed national broadcasts about wide-ranging topics for international morning talk show, specializing in human rights and environmental conservation
- Went on month-long walkabout with an Aboriginal tribe in the Kimberly region to report on traditions and social conditions

EDUCATION AND PROFESSIONAL DEVELOPMENT



The University of California San Diego (UCSD): La Jolla, CA

- Professional Certificate in Digital Media Content Creation (concentration: Photography and Graphic Design)



The George Washington University: Washington, DC
B.A. Journalism, Sociology Minor, Cum Laude

- Four-year Presidential Scholarship recipient, National Honors Society; Phi Eta Sigma; Society of Collegiate Scholars; Golden Key International Honor Society
- Internships: NBC Sports; Belo Broadcasting Capital Bureau; 95.5 WPLJ FM, NY; The Edmund Rice Centre for Social Justice, Sydney, NSW

OTHER AFFILIATIONS



The United Nations Sustainable Oceans Alliance: New York, NY: 2013 – 2016

- Contributed to PR and web digital initiatives for an international coalition of member states, aid groups and corporations that petitioned the UN to add "Oceans and Seas" to its 2015 list of Sustainable Development Goals (SDGs), which passed with more than two million signatures