

***Analyst, EMARKETER***, New York, NY December 2024 – Present

- Pitches, reports and executes coverage of breaking industry news, platform updates and advertiser strategy.
- Contributes daily newsletter content for four different newsletters, reporting stories and analyzing audience data to guide coverage.
- Leads editorial development of research reports for clients including Amazon and Nielsen, turning data analysis into reported narratives.
- Programs and hosts live editorial events, shaping topics and guiding conversations with industry executives.
- Produces high-performing social videos grounded in reporting, delivering top newsroom engagement.
- Integrates AI tools including ChatGPT Research Pro, Lex, Claude, and Spiral into workflows.

***Editorial Lead, #paid***, New York, NY December 2023 – December 2024

- Managed Banknotes, a news site that covers creators, influencer marketing and social platforms.
- Published an accompanying newsletter for an audience of 6,000 marketers and creators.
- Interviewed enterprise marketers about their approaches to the creator space.
- Programmed panels and live events on the creator economy.
- Transformed Banknotes from a small-business blog into a news source for enterprise brands.

***Staff Writer, Adweek***, New York, NY July 2021 – December 2023

- Drove the highest number of subscriptions among reporters in the newsroom.
- Investigated recruitment practices, workplace conditions and sources of attrition in advertising.
- Moderated live panels with high-profile industry professionals that delve into marketing challenges and trends.
- Crafted stories that helped readers understand the increasing relevance of the creator economy.
- Pitched and executed stories exploring advertising's intersection with social movements.

***Breaking News Reporter, Adweek***, New York, NY June 2020 – July 2021

- Reported on the intersection of advertising and culture to reach audiences beyond marketing.
- Elevated Adweek's social media presence through live-tweeting, promo videos, and posts.
- Analyzed newsletter strategy and its impact on brand awareness using Google Data Studio.

***Editor-in-Chief, The Signal (college newspaper); Editorial Intern, Tribune Publishing***

- Oversaw editorial production and audience growth across print, digital and social platforms.

**SKILLS**

**Editorial & Media:** Panel Moderation | Social Video Production | Podcast Appearances | Social Media Marketing | CMS & Analytics | SEO | NowThis Board Member

**Languages & Tools:** Spanish – Advanced Proficiency | HTML/CSS | AI Tools

**EDUCATION**

**The College of New Jersey (TCNJ) – Ewing, New Jersey | Bachelor of Arts, Journalism & Professional Writing | Minors – Spanish, Broadcast Journalism | Graduation – May 2021**