

RELEVANT WORK EXPERIENCE

Head Editor / Director of Client Relations, HD Consulting – July 2018 - Present

- Manage a team of 5+ tutors. Facilitate a supportive and nonjudgmental learning environment for middle school, high school, and college students. Proctor and score mock ACT/SAT tests.
- Create annual guide for parents and students that lays out supplementary essay requirements. Guide families, using targeted tips and tricks, to optimize their impact in college essays.
- Developed “Professional Preparation” side of the business to introduce students to the job search process.

Content and Community Manager, Patient Worthy – March 2020 – Present

- Write and publish 8 weekly articles on healthcare-related topics including rare disease news, drug approvals, and patient stories for PatientWorthy.com. Assist in launching and contributing to What Next, an oncology-based website.
- Increase social media (X, Instagram) following by avg. 150%. Translate information into easily digestible social media and article content to double website traffic over 1-year period.
- Spoke at Seattle Rare Disease Fair (2022) and PBCers 2024 Patient Education Conference (April 2024).
- Develop advocacy partnerships including NF2 BioSolutions UK and the Sturge-Weber Foundation.
- Interview C-suite level executives, pharma and biotech CEOs, rare disease families. Credits: Giuliana Rancic (E! News), Ethan Zohn (Survivor: Africa), Lucas Lange (Probably Genetic), Chris Peetz (Mirum Pharmaceuticals).

Digital Marketing and Communications Manager, Classic Travel & Tours – August 2017 – June 2018

- Redesigned, implemented, and developed content for a leisure travel website to increase clientele and reach.
- Created newsletter for corporate clients. Provided updates on situations or news that could impact travel.
- Assisted with RFP development. Contributed to database cleaning.

Communications Growth Hacker, Fair Shot for All – December 2016 – June 2017

- Identified “growth hacks” to increase email opens and click-through rates (CTRs). Established monthly newsletter.
- Developed a content strategy, repository, and calendar to ensure content quality and consistency across all social media platforms. Increased Twitter following by 300%. Continued to freelance as a writer after leaving position.

[Temp] Digital Marketing Associate, BoardOnTrack – June 2016 – December 2016

- Leveraged landing pages to drive conversions. Developed partnerships earning company \$100,000+ in business.
- Optimized email marketing. Wrote long- and short-form copy on C-suite executive interviews and issues in education.

EDUCATION + CERTIFICATIONS

Certificate: Career Essentials in Generative AI, Microsoft – Achieved June 2024

- Strengthened understanding of GANs, VAE, natural language generation, and applications of generative AI.
- Gained hands-on experience in Microsoft 365 Copilot and its ability to solve complex workplace tasks.

BA in English, Virginia Commonwealth University, Richmond, VA – Achieved May 2014

IMPORTANT LINKS

[LinkedIn](#) | [Portfolio](#) | [Full List of Patient Worthy Articles](#)

SKILLS

Copywriting | Brand voice | Editing and proofreading | Detail-oriented | Content writing | WordPress | Storytelling | X (Twitter), Facebook, LinkedIn | Science and healthcare writing | Creative writing | Adobe Creative Suite | Adaptability and learning agility | SEO knowledge | Brand development | Collaboration