

EDUCATION

PENN STATE UNIVERSITY

BA International Relations
BA History
Minor: Environmental Studies
Minor: Spanish

SKILLS

TECHNICAL

WordPress
HubSpot
Constant Contact
Adobe Creative Suite
Canva
Asana / Monday.com
Airtable
G-Suite

PROFESSIONAL

Project management
Email marketing
Website design
Design production
Social media

VOLUNTEER

DC ECOWOMEN

Board Member, Programs
2022-Present

NATIONAL ZOO

Snore and Roar Host
2019-2020

NEWSEUM

Highlights Tour Guide
2016-2018

WORK EXPERIENCE

Alliance for Health Policy | Washington, DC

SENIOR COMMUNICATIONS & MARKETING MANAGER | Jan 2022 – Present

- Drive the organization's communications and marketing vision to develop meaningful multi-stakeholder engagement and conversion
- Envision and execute a channel-specific content strategy in celebration of the Alliance's 30th anniversary and yearly signature programming series
- Act as a key steward of the Alliance brand – helping to continuously evolve brand strategy and amplify unique insights across a diverse audience
- Translate and regularly report on progress against goals to leadership through monthly performance dashboard statements
- Led an organic, net-positive follower increase for 20+ months w/ average MoM growth of 53% (LinkedIn)
- Facilitate the production of a comprehensive content toolbox (i.e., case studies, presentations, talks, panels, one-sheets, white papers, etc.)

COMMUNICATIONS & MARKETING MANAGER | Jun 2020 – Jan 2022

- Manage audience recruitment for Alliance events by using an integrated strategy of email marketing and targeted outreach to relevant audiences
- Maintain and improve the Alliance's website (WordPress) to best serve the needs of our multiple audiences and the delivery of materials and resources
- Coordinate media relations through inquiries, C-SPAN pitches, and press releases
- Steward partnerships with communications and marketing contractors

Restore America's Estuaries (RAE) | Arlington, VA

COMMUNICATIONS & OUTREACH MANAGER | Jul 2018 – Apr 2020

- Oversaw all marketing strategy and executed targeted campaigns to increase attendance and awareness for the biennial conference
- Coordinated an industry-wide social media awareness week that saw 200% increase in overall impressions from 2018-2019
- Grew a successful partnership between RAE and the USFWS (federal agency) that resulted in an additional \$10,000 in awarded grant revenue
- Wrote and produced a monthly e-newsletter sent to 15,000+ subscribers
- Managed mini-grant RFP, selection, and reporting process for restoration projects across four states in the Gulf of Mexico
- Monitored project timelines with deliverables, milestones, task assignments, and deadlines

Land Trust Alliance | Washington, DC

COMMUNICATIONS & MARKETING COORDINATOR | Oct 2018 – Jul 2018

- Wrote tailored copy for variety of audiences and platforms – ad copy, individual giving asks, sales emails, magazine articles (*Saving Land*), and blog posts
- Communicated SOW to external vendors and facilitated all collateral design and production with graphic designers

COMMUNICATIONS ASSOCIATE | Jan 2017 – Oct 2018

- Managed project budgets by tracking resources, contracts, and expense reimbursements
- Led internal organizational communication strategy through the build-out of an intranet, editorial calendar, and weekly staff newsletter

US Department of Justice | Washington, DC

LEAD PARALEGAL SPECIALIST | Dec 2014 – Dec 2016

- Served as project manager for a portfolio of cases and delegated resources and tasks
- Drafted, proofread, and edited public and confidential documents
- Conducted extensive evidence and literature reviews for use by senior attorneys