

## WRITER

Experienced and passionate educator, wordsmith, and life-long learner. Driven by that which I can lead others to discover. Empowered by the pursuit of knowledge, unique perspectives, and authentic expression of our shared humanity. Compelled to act, collaborate, and tell a few jokes along the way. Sparkling wit included.

### Areas of Expertise

Copywriting • Media Communications • Digital Marketing • Content Creation and Delivery • Source Cultivation • Community Interaction • SEO • Proofreading & Editing • Press Release • Social Media Management • Innovative Story Ideation • Internal Metrics Analysis • Technology Implementations • Cross-Functional Collaboration

## SKILLS PROFILE

### Writing/Editing

- Craft engaging and informative prose in variety of modes and contexts, including copy, blogs, editorials, and features.
- Analyze and implement internal metrics to drive story ideation, media content, SEO, and audience interaction.
- Captivate readers with ambitious stories using honest and relatable tone.
- Balance simultaneous projects of varying scope, schedule, and style with meticulous attention to detail and deadline.
- Utilize masterful command of English mechanics, grammar, and style to write and self-edit.
- Build strong audience following on multiple platforms using unique voice and creative approach to storytelling, including 14K following on Instagram and 500K+ blog readership.

### Media Communications

- Deliver content with easy, conversational style that appeals to variety of listeners.
- Use analytics to adjust content as needed while maintaining quality and authenticity.
- Articulate, likeable personality, quick wit, and uncanny ability to redirect even the most awkward conversations in real time and under pressure.
- Break stories with confidence using excellent news sense and ability to cultivate reliable sources.
- Manage social media accounts and utilize variety of platforms to post and market content.

## TECHNICAL SKILLS

Microsoft Office (Word, Advanced Excel, PowerPoint, Outlook), Joomla, TAGZ Open Graph, Google Suite, Adobe Photoshop, Adobe Reader, Canva, Buffer, Shutterstock, ItsLearning, Canvas, Blogger, Wordpress, ProTools

## EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN, Austin, TX  
*Bachelor of Arts, English | 2000-2004*

TEXAS STATE UNIVERSITY, San Marcos, TX  
*Master of Secondary Education | 2005-2007*

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## PROFESSIONAL EXPERIENCE

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INFINI Marketing, Houston, TX

2021 – present

### **Content Marketing Writer**

- Compose SEO-driven blogs for client websites over a variety of topics to draw web traffic from prospective customers.
- Adjust voice and content to align with client goals and audience, often writing unique blogs for competing businesses that cover the same content and information.
- Locate and edit related images, then post blogs to numerous web platforms, optimizing SEO keywords in tags, captions and links.
- Write content for client website, including service pages, press releases, newsletters, and other communications.
- Strictly adhere to deadlines, self-edit, and respond to editor feedback, as needed.

The Huffington Post, Remote

2013 – 2018

### **Contributor**

- Contributed engaging, ambitious posts regularly with the intent to inform and entertain on variety of topics, but with special attention to parenting, education, and disability advocacy.
- Collaborated with media partners to expand audience to international platforms,
- Interacted with audience via comments, social media, and over live interviews.

Personal Media, Houston, TX

2010 – present

### **Blogger, Social Media Influencer**

- Maintain popular Instagram profile (@maemennes) with over 14K followers, which advocates for inclusion, acceptance, and intervention for individuals with special needs, primarily through the experience of raising three young children in Houston, one of whom has Down syndrome. The page became popular after one of my contributions to the aforementioned publications went viral.
- Keep personal blog, *Define Chaos*, in which I document my adventures as a special needs mother, wife, and teacher. The site has logged over 500K visitors

Stratford High School, Houston, TX

2012 – present

### **English Teacher**

- Create rigorous, meaningful lessons for Pre-AP, AP, and Accelerated students that sharpen their writing skills and encourage a profound understanding of literature's many interpretations through respectful dialogue, open-ended questioning strategies, and real-world application.
  - Develop genuine rapport with students that cultivates a safe and productive environment conducive to creative thought and meaningful analysis. Similarly, I maintain regular and constructive communication with parents to ensure they remain active members of our learning community and advocate appropriately for their children.
  - Collaborate with colleagues to ensure that all students on campus are learning the skills necessary to value education and prepare them for their future endeavors.
  - Write Advisory curriculum for campus teachers to implement each week that focus on post-secondary preparation and character development, encouraging students to become influential and productive citizens of the world.
  - Coordinate and develop district curriculum for secondary English instruction that is tied to state standards and engages learners in a differentiated classroom, as well as provide guidance and support to teachers as they implement these lessons.
  - Facilitate horizontal and vertical collaboration and planning between colleagues to ensure best practices.
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