

## EXECUTIVE SUMMARY

Proven corporate communications leader with extensive experience in overseeing content development in financial services and fintech. 10+ years as an award-winning journalist.

## EXPERTISE

Content ideation  
Content strategy  
B2B / B2C thought leadership  
Public relations  
Internal communications  
Crisis communications  
News reporting  
C-level bylines  
eNewsletters; blogs  
SEO  
Social media  
Whitepapers; eBooks  
Case studies  
Speaking proposals  
AP Style

## TECHNOLOGY

Hubspot  
Hootsuite  
WordPress  
Webflow  
Squarespace  
Adobe  
Figma  
Moz  
Asana  
Google Workspace  
Microsoft Office

## EXPERIENCE

### **Director of Communications, Avestix Group and Family Office**

June 2024 - June 2025

Oversaw all communications, PR, content creation and social media. Researched and wrote two weekly blogs, thought-leadership articles and eBooks covering trends in venture capital, commercial real estate, data center construction, women entrepreneurs, family offices, AI, blockchain, cryptocurrencies and quantum computing.

- C-level bylines and press mentions in *American Banker*, *Reuters*, *Forbes*, *Crypto News*, *Miami Weekly*, *World Financial Review* and more.
- Managed public relations and PR vendor relationships.
- Ensured all digital and print materials met FINRA requirements.
- Increased LinkedIn engagement by 49%.

### **Senior Writer, PYMNTS**

February 2024 - July 2024

Key contributor in editorial output, researching and writing three in-depth B2B/B2C articles daily under tight deadlines in addition to completing in-depth features, all leveraging proprietary PYMNTS data.

- Subject matter included banking, fintech, payments, eCommerce, industry regulation, consumer sentiment, international retail trends and more.

### **Senior Director of Communications, IntraFi**

August 2022 - August 2023

Recruited by CMO to lead communications, social media and website refresh; launched weekly blog, eBook and new marketing materials.

- Enhanced company positioning, branding, web UX and crisis communications.
- Created IntraFi's first-ever eBook (B2B).
- Grew LinkedIn followers by 48% and Twitter / X followers by 111%. Ideated PPC content.

## EDUCATION

Bachelor of Science,  
Journalism, *University of  
Nebraska at Omaha*

## AWARDS

Two **New England Press  
Association** awards for  
Feature Writing, First Place  
and Second Place.

Two **Society of Professional  
Journalism** awards for radio features.

## Vice President, Communications, *BillGO*

September 2020 – September 2022

Recruited by CMO to build and manage marketing team, as well as PR, event planning and website content. Oversaw all B2B / B2C communications promoting BillGO, open banking, consumer financial wellness and more.

- Developed and implemented BillGO's content strategy, including weekly blogs, eBooks, whitepapers, webinars and social media. Social followers quadrupled between 2020 - 2022.
- Drove all press coverage through proactive media outreach; wrote executive bylines for *Fortune*, *PYMTS*, *Payments Journal* and others.

## Content Director, *Polyient Labs*

December 2018 – September 2020

Reported to CEO and developed content strategy promoting Polyient as a leading, early-stage blockchain, crypto, DeFi and NFT incubator and agency for multiple startups.

- Responsible for content ideation and creation, public relations and other materials for Polyient and its portfolio of startups.
- Authored thought leadership pieces for *Forbes*, *American Banker*, *PaymentSource*, *CoinDesk*, *HackerNoon*, *Venture Beat* and others.

## Managing Editor, *Early Warning*

January 2009 – March 2015

Managed all B2B and B2C digital and printed collateral; initially hired as Senior Copywriter.

- Responsible for two monthly B2B e-newsletters, read by 6,000+ industry executives (35% open rate).
- Researched and wrote whitepapers, press releases, case studies, RFPs, event materials, video scripts, crisis communications and industry speaking proposals.
- Promoted and collaborated with world-class speakers specializing in big data, cybersecurity, banking, and more for industry events.