

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.