

EXPERTISE

Content strategy
B2B / B2C thought leadership
Public relations
Internal communications
Crisis communications
News reporting
C-level bylines
eNewsletters; blogs
UX
SEO
Social media; press releases
Whitepapers; eBooks
Case studies
Event planning

SOFTWARE & SKILLS

Hubspot
Hootsuite
WordPress
Webflow
Squarespace
Adobe
Figma
Moz
Asana
AP Style
Content Ideation
Content Marketing
Google Workspace
Microsoft Office

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, 2000

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

EXECUTIVE SUMMARY

Corporate communications professional with extensive experience leading communications and content development in the financial services industry. 10+ years as an award-winning journalist.

EXPERIENCE

Director of Communications, *Avestix Group and Family Office*

June 2024 - Present

Oversee communications and content creation, including researching and writing twice-weekly blogs and CEO thought-leadership pieces 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.
- Manage public relations and PR vendor relationships.
- Ensure all web and print materials meet FINRA requirements.
- Research and write in-depth eBooks.

Senior Writer, *PYMNTS*

February 2024 – July 2024

Key contributor in daily editorial output, researching and writing three or more in-depth articles per day for B2B/B2C audiences examining financial services, fintech, payments and eCommerce industries. Topics included industry regulation, consumer sentiment, technology, retail trends, economic conditions, financial technology, BNPL and more.

Senior Director of Communications, *IntraFi*

August 2022 – August 2023

Recruited by CMO to lead communications and manage social media; refreshed web content, launched weekly blog, eBook and 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%. Contributed PPC content.

Vice President, Communications, *BillGO*

September 2020 – September 2022

Recruited by CMO. Managed marketing team, PR, event planning and website content. Oversaw all B2B / B2C communications promoting BillGO APIs and services, open banking initiatives, consumer financial wellness, and more.

- 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.
- Collaborated with the Chief Risk Officer to ensure all materials met bank-grade compliance requirements.

Content Director, *Polyient Labs*

December 2018 – September 2020

Reported to CEO and developed content strategy to promote 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.

Senior Content Edits, *FireApps*

January 2017 – May 2018

Responsible for all digital and print materials including executive bylines, whitepapers, blogs, case studies, user guides and social media. Oversaw website relaunch and social campaigns.

- Placement in *American Banker*, *CFO Magazine*, *Industry Today*, *GTNews*, *Global Banking & Financial Review*, and others.
- Managed monthly client newsletter.

Managing Editor, *Early Warning*

January 2009 – March 2015

Managed all digital and printed collateral for Early Warning. Initially hired as Senior Copywriter.

- Responsible for two monthly B2B e-newsletters, read by 6,000+ industry executives (35% open rate).
- Wrote whitepapers, press releases, case studies, RFPs, event materials, video scripts, crisis communications and industry speaking proposals.