

EXPERTISE

Content strategy and ideation
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
Google Workspace
Microsoft Office

EDUCATION

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

AWARDS

Two **New England Press
Association** awards, First Place
and Second Place, Feature Writing, 2000

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

EXECUTIVE SUMMARY

Corporate communications professional with extensive experience leading communications teams (both on-site and remotely) and content development in financial services and fintech. 10+ years as an award-winning journalist.

EXPERIENCE

Director of Communications, *Avestix Group*

June 2024 - June 2025

Oversaw all communications, PR, content creation and social media. Researched and wrote twice-weekly blogs, thought-leadership articles and eBooks covering trends in venture capital, commercial real estate, data center development, 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

Remote editorial contributor, researching and writing up to three in-depth B2B/B2C articles per day 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; refresh 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 team of remote employees, handling 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 startup agency.

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

Senior Content Editor, *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.
- Launched monthly client eNewsletter.

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.