

SUMMARY

Innovative strategist, writer, and producer with a passion for the arts, tech, media, culture, and social good.

Former adjunct at NYU Tisch, Creative Director for Sundance, and Writer, Editor and Director of Social Media for Okayplayer. Highly skilled in curating impactful events and content to drive engagement and support. Internationally established in concept ideation/execution, community initiatives, and youth programming. More than 15 years of experience writing for marketing/PR, editorial, academia, and B2B platforms. Proven success in strategic solutions, creative collaboration, and thought leadership.

EXPERIENCE

Cali Green Ink LLC | Creative Director, Producer, Writer • March 2008 - Present

Select Projects:

FCEE / "sub-ver-sive" — Writer, Producer, Podcast Host/Creator

- Curating and leading conversations on creativity, identity, social good, tech, equity, and commerce.
- Producing/hosting "sub-ver-sive" podcast: *Disrupting the "status quo" of power, money, and identity.*
- Columnist, facilitator, and frequent panelist for conversations on leadership, tech, and work culture.

Barbican Centre — Producer, 'A Strange Loop' Musical in London, UK

- Secured £25K investment through relationships with Tony, Oscar, and Grammy-winning collaborators.
- Amplified underrepresented identities by hosting and producing audience engagement events.

Blackout for Human Rights — Creative Director, Producer [EPs: Ryan Coogler, Ava DuVernay]

- Producer: *Justice for Flint*, a large-scale fundraising event curated by Ryan Coogler and Ava DuVernay.
- Producer: #MLKNOW, an annual celebration of Rev. Dr. Martin Luther King's ongoing legacy.
- PR Strategist: *How We Heal*, conversations on identity and culture curated by Ava DuVernay.

Sundance Film Festival — Creative Director, Producer

- Created and co-produced a culture-based storytelling concert for *Art + Inclusion* event.
- Built out visual and technical components working with the Sundance team and within budget.
- Coordinated talent, created marketing content, and led audience engagement.

Transformation 2020: Popular Democracy Defined — Creative Director, Producer

- Concept creator, director, and producer of three-day fundraiser featuring renowned figures.
- Crafted compelling content—including a short film—to communicate the impact of our event.
- Post-event outreach to compile information and measure success for the event's KPIs.

New York University | Adjunct Professor, Tisch School of the Arts • New York, NY • August 2017 - May 2020

- Led graduating students in their creative and professional development for post-university life.
- Created innovative lesson plans and coordinated/evaluated student presentations.
- Produced several speaker events for students to learn from working industry professionals.

me too Movement. | Creative Director, Project Manager • Contract • June 2018 - November 2018

- Managed website rebrand and relaunch, oversaw logistics for the movement's daily operations.
- Created brand assets, created/executed campaigns, and hired and trained research assistants.
- Developed relationships and strategies for mental health and education with renowned brands.

Okayplayer | Managing Editor, Director of Social Media • New York, NY • April 2014 - September 2015

- Contributed to editorial across all verticals, including feature writing/editing and production of original content.
- Managed social media programming and content creation in collaboration with editorial staff and interns.
- Developed and oversaw community outreach strategy including brand partnerships and events.

EDUCATION

DePaul University, Chicago, IL: Honors Program; Media Studies & Social Psychology Curricula, BA

VOLUNTEER WORK

New York Cares: Team Leader — teaching creative writing and drama/theater to youth; leading senior adults in artistic/therapeutic exploration.

Women in Entertainment Empowerment Network: Mentor — guiding high school and college-aged young women seeking or beginning careers in entertainment.

Blind Service Association: Aid Worker — Youth & adult assistance with homework, correspondence, and more.

SELECT ENGAGEMENTS

- Mailchimp: AI, Marketing & E-Commerce - *Guest*
- Mental Health & Self Worth Summit with Addiction/Trauma Specialists - *Host*
- SHE Retreat Youth Writing Workshop: "Finding the Story Only You Can Tell" - *Instructor*
- Women in Music: The Apollo Theater - *Moderator*
- Reimagining Freedom & Liberation - *Panelist*

SKILLS

- Storytelling (written, live, digital)
- Creative Collaboration
- Brand Voice Development
- Event Production
- Strategic Thinking
- Relationship Building

References are available upon request.