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ABOUT ME

I am a writer who loves creating engaging and informative content. I am adept at crafting compelling narratives, developing well-researched articles, and adapting writing styles to suit the appropriate genre, audience, and company verbiage.

My work in the marketing industry has taught me to keep my ear to the ground in online trends as well as understanding what our audiences want, creating content that is relevant, timely, and intriguing to our customer base.

My experience in student journalism gives me the ability to deliver quality, creative, and well-thought of content within tight time constraints.

Throughout my time in retail pharmacy, I developed skills in teamwork, team management, and hospitality, knowing how to work well with others as well as having a keen eye on the patient/customer experience.

EDUCATION/MISC

- **University of North Texas -**
- Bachelors in Digital and Print Journalism (2019 - 2022)
- Judged Editorial Writing Contest for Society of Professional Journalists
- Has personal blog focusing on psychology, sports, and film
- Experience with still and video photography

PROFESSIONAL

Content Strategy Specialist (2022 - Present)

PioneerRx/RedSail Technologies

- Enhances company's SEO through weekly blogs (RedSail Technologies and PioneerRx)
- Boosts social media traction and email open rates through crafting compelling copy for current and prospective customers
- Curates and edits content for company's newsletter — NextWave Pharmacy Newsletter
- Streamlines and simplifies coordination process for company's three podcasts — Catalyst Pharmacy Podcast, Beyond the Scripts, and AmplifyLTC
- Improves podcast traction and performance through clip/short creation
- Manages booths in trade shows, showcasing company software to potential clients
- Establishes company-wide verbiage and formatting through "New Features" page and Company Stylebook

Opinion Section Editor (former Writer and Copy Editor) (2020 - 2022)

North Texas Daily

- Utilized diverse topics including politics, entertainment, sports, and current events into engaging opinion pieces
- Elevated the quality of opinion pieces through thorough editing and proactive revision assignments
- Fostered a culture of continuous improvement by delivering constructive feedback to writers and editors, resulting in refined content
- Authored impactful editorials under the Editorial Board byline, shaping public discourse on critical issues

Customer Advocacy Intern (June 2021 - August 2021)

Caliber Home Loans

- Drafted formal responses to customer complaints
- Adhered and ensured consistency in company verbiage and structure

Pharmacy Technician (2015-2022)

Walmart

- Processed, filled, and sold 300+ prescriptions daily, ensuring quality service and rapport with both patients and staff