

Skills

- B2B & B2C Marketing
- Communications Strategy
- Content Management
- Copywriting & Editing
- SEO & Keyword Maximization
- Digital Content Development
- Brand Management
- Event Planning & Promotion
- Social Media Marketing & Management
- Media Outreach
- Crisis Communications
- Thought Leadership
- Cross-Functional Collaboration

Technical Skills

- AP Stylebook
- Microsoft 365
- Adobe Creative Suites
- Canva
- Asana
- Variety of Content Management Systems (WordPress, Drupal, etc.)
- Social Media (Facebook, X, Instagram, LinkedIn, YouTube, TikTok, Hootsuite)
- Google Analytics
- Email Programs (MailChimp, Constant Contact)

Industry Experience

- Healthcare
- Higher Education
- K-12 Education

Education

- BA Journalism, University of Minnesota–Twin Cities

Strategic Marketing Communications Professional

A talented storyteller with more than 10 years of writing experience, and a passion for bringing brands' stories to life. Adept in distilling technical or complex information and data into plain language content that connects companies with stakeholders or customers across all channels, and that influences perceptions, actions and purchasing decisions. Skilled at crafting multi-channel strategies and developing solutions that strengthen brands and drive organizations forward. Expertise in developing high-impact communications and campaigns while maintaining consistent messaging across all brand touchpoints. Proven track record of maximizing thought leadership opportunities and building cross-functional relationships.

Areas of Expertise

- **Communication Strategy** – Recommendations and plans that include multi-channel tactics for connecting relevant messaging and content to stakeholder groups. Maintains editorial and social media calendars for timely content that engages users/followers.
- **Content Strategy** – Develops goal-oriented plans that align key factors (target audience, goal) with business objectives. Creates content that matters (target audience pain point) and promotes organically and via paid ads. Measures and optimizes content frequently to maximize impact.
- **Internal Communications** – Works closely with executives to craft messages and communication plans, and manages and creates content for employee intranet, newsletter, and company-wide emails. Measures effectiveness of corporate communications activities, and recommends improvements where appropriate.
- **External Communications** – Crafts branded messaging and omni-channel content, including for press releases, blogs, emails, social media and newsletters. Performs public relations duties, including media outreach, and develops and implements communications strategies and plans.
- **Website Content** – Develops user-centric content plans and writes fresh, concise, engaging copy.
- **SEO & Keyword Content** – Integrates keywords into web content to maximize search engine optimization.
- **Social Media** – Develops content and writes succinct copy that drives web traffic, leads and conversions. Monitor all channels, engages with followers, and shares relevant content from other pages.
- **Campaign Development** – Partners with cross-functional teams (product experts, sales, designers, etc.), refines big ideas, develops outreach plans and schedules, creates compelling messaging, and shares campaign artistic vision for design.
- **Consumer/Customer Engagement** - Aligns multi-channel content with business objectives to achieve brand awareness, leads and conversions, along with trend knowledge and business literacy.
- **Integrated Communications** – Develops consistent key messages across channels to align consumer insights with brand experience.
- **Project Management** – Creates, maintains and updates timelines while mitigating potential mishaps and executing deliverables.
- **User Content Library** – Organizes, uploads and updates documents, imagery and videos.
- **Video** – Conducts interviews with SMEs, and writes and develops scripts.

Career Summary

Paraprofessional – Andersen Elementary (Stillwater Area Public Schools)

Oct. 2023–May 2024

- Provided instructional and behavioral support for students with significant emotional and behavioral needs.
- Worked with general ed and special ed students with academic learning disabilities who needed encouragement and help to understand daily lessons, as well as to meet their individual education goals.
- Redirected student behavior constructively.
- Collaborated effectively with paraprofessionals team, teachers and other staff.

Marketing Communications Manager – Innovia Medical

Feb. 2022–Aug. 2022

- Developed, coordinated and created content for multi-channel campaigns, advertising placements, product launches and promotional programs.
- Implemented a brand redesign, which included producing new branding and logo, content, website, app and brand guidelines.
- Content lead; managed marketing communications team responsible for all internal and external marketing needs for entire company. Frequent projects included design of marketing and sales rep collateral, catalogs, graphics, updates to website content, internal quarterly newsletter, social media, email marketing, and prepping for tradeshows by promotion and gathering needed items to ship to event.
- Managed 14 social media channels—spanning many brands—as well as conducted a social media audit and competitor analysis before developing a social media strategy.
- Coordinated with product managers and sales team to plan, organize and manage logistics for trade shows/conferences, including booth design, key messaging and display requirements.
- Worked with engineers, and quality and regulatory departments to assure regulatory compliance was met while maintaining branding standards.

Personal Sabbatical

Jan. 2020–Feb. 2022

- Following the conclusion of my contract at the Clinical and Translational Science Institute, I made the decision to provide caregiving and educational support at home for my children. I assisted my eldest child with his daily distance learning lessons amidst the Covid-19 pandemic.
- I remained engaged with evolving industry trends and advancements, and actively participated in professional development courses to enhance my knowledge and skills.

Communications Specialist (Contractor) – Clinical and Translational Science Institute, University of MN

April 2019–Jan.2020

- Researched, wrote and optimized multi-channel content.
- Managed websites for CTSI and the Clinical Research and Support Center (CRSC), and made updates as necessary using Drupal 7 and 8.
- Created communication marketing plans for a variety of projects, announcements, and events.
- Promoted clinical and translational science research, and shared grant outcomes via social and other channels.
- Developed and maintained a customized editorial and social media calendar.
- Edited and reviewed Communications Specialist's projects, blog posts, social media posts, and other content.

Communications & Marketing Coordinator – Lakeville Area Schools

April 2017–June 2018

- Developed, implemented and evaluated strategies for communications, social media and marketing that supported the district's strategic plan.
- Actively promoted a positive district image, and facilitated positive media, publicity, marketing campaigns, public relations programs, and special events.
- Wrote, edited and optimized multi-channel content.
- Managed district's social media channels, with emphasis on garnering new followers, engagement, monitoring comments and creating paid advertising campaigns.
- Tracked, analyzed and reported marketing metrics, including but not limited to website, social media and media mentions.
- Produced story-boards and scripts for marketing and informational videos.

Communications Manager – Masonic Cancer Center, University of Minnesota

June 2016–Feb. 2017

- Developed and managed a wide range of communications projects for public relations, branding and design, strategic marketing and promotion, publications, website, social media and events.
- Created multi-channel content, including internal weekly newsletter and annual report.

- Responsible for all areas of public relations, such as building/fostering relationships with news media and other cancer research organizations, monitoring local and nationwide conversations regarding cancer research, creating/coordinating news pitches, arranging interviews with faculty and staff and writing press releases.
- Developed short-and-long-term communication and social media strategies and plans congruent with the cancer center's 5-year strategic plan, university standards and industry trends.
- Created primary marketing messages, brand standards, and visual identity guidelines, and developed campaigns to enhance the brand nationwide—with emphasis on peer institutions and partners.
- Managed, engaged with and monitored all social media channels, and performed audit and competitor analysis.

Content & Social Media Marketer – Collegis Education

Nov. 2012–June 2016

- Primary editor of 11 blogs on Rasmussen College's website, and ensured content followed AP Style, met compliance guidelines, and followed brand guidelines.
- Wrote engaging press releases, media advisories, advertorials and blog posts. Each blog post was written for a specific stage of the buying cycle—and to a specific persona—as well as optimized for maximum impact in Google rankings.
- Used Google Analytics to learn about our users' mannerisms, and to ensure content is meeting traffic and conversion goals. Used data to inform our decisions about future content.
- Created editorial calendar, publishing schedule, and published content daily for Content Marketing Team.
- Developed Rasmussen College's social media strategy, and created/followed a social media calendar.
- Engaged with social media followers, shared content (blog posts, multimedia, etc.), monitored comments, and managed promotions, campaigns and contests.

Inbound Marketing Specialist – Rasmussen College

May 2012–Nov. 2012

- Edited content for 11 blogs on Rasmussen College's website, and ensured content followed AP Style, met compliance guidelines, followed brand guidelines, and supported programmatic strategies.
- Wrote engaging, educational blog posts for the School of Health Sciences and School of Nursing. Content met a specific stage of the buying cycle, persona, and was optimized for maximum impact in Google search rankings.
- Assisted in development of blog content strategy.
- Managed School of Health Sciences and School of Nursing social media channels.
- Built relationships with SMEs (such as faculty and staff), and interviewed current and prospective students.

Editor – Patch Media Corp.

Aug. 2010–Jan. 2012

- Served as reporter for Eagan and Rosemount Patch websites, with emphasis on breaking news stories. Wrote content on education (school board), city government (city council), community news, police/crime and human-interest features.
- Photographed assignments, and utilized multimedia skills for video.
- Published seven pieces of content a day.
- Hired and edited content from a team of freelance writers, photographers and videographers.
- Executed a social media strategy on both Eagan and Rosemount Patch Facebook and Twitter accounts.

Online Content Editor – KRIS-TV

July 2008–Dec. 2009

- Wrote original web-only content daily.
- Edited and published more than 20 news stories daily for the TV station's website.
- Edited video and audio segments, streamed live news and weather, created graphic images and adapted other TV material for the website.
- Collaborated with news staff to develop expanded online components for on-air stories.
- Monitored police scanners and user-generated comments; added community and traffic press releases to site.
- Attended and photographed community events on behalf on KRIS-TV.

Staff Writer – Granite Publishing Partners

July 2007–July 2008

- Wrote up to 10 stories per week for two weekly newspapers in two neighboring cities covering education, city government, police/crime/fire, human-interest features, business, general community news and events.
- Regularly updated both newspapers' websites.
- Reviewed and edited all newspaper content, including articles, advertisements, and layouts, to ensure accuracy and consistency.
- Served as main photographer.