

## CONTACT

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📍 Texas, United States

## EDUCATION

### B.A. IN ENGLISH

Schreiner University  
Kerrville, TX

## KEY SKILLS

- AP Style
- Multi-Beat Reporting
- Interviewing & Research
- Multimedia Storytelling
- Public Relations
- Audience Engagement
- Social Media
- Copywriting
- Canva & InDesign
- SEO Best Practices
- CMS Proficiency

## EXPERIENCE

### EDITORIAL MANAGER

#### Austin Free Press | Austin, TX | Sept. 2025 – Present

- Coordinate digital publishing workflows, preparing stories for production through AFP's post-dock system and ensuring content is ready for staging and distribution.
- Write and optimize headlines, categories, tags, and social media targets to support audience engagement and content distribution.
- Collaborate with editorial and operations teams to manage publishing timelines and maintain efficient content workflows.
- Develop and maintain standardized checklists and processes to improve consistency across publishing and social media workflows.
- Produce and edit digital content optimized for SEO, readability, and online audiences.

### ASSISTANT MANAGING EDITOR

#### Kerrville Daily Times | Kerrville, TX | Feb. 2024 – Oct. 2025

- Coordinated daily and weekly publishing workflows across print and digital platforms, ensuring timely and accurate content delivery.
- Served as final quality checkpoint for articles, editing for clarity, grammar, AP style, and consistency before publication.
- Managed editorial calendars, assignments, and production timelines for a triweekly newspaper.
- Edited and formatted content for web and print using CMS and Adobe InDesign.
- Supported audience engagement by ensuring content clarity, accessibility, and relevance to readers.

## **THEATER & MARKETING MANAGER**

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**Fredericksburg Theater Company | Fredericksburg, TX |  
Aug. 2022 - Feb. 2024**

- Coordinated communications and promotional materials, including email campaigns, event messaging, and audience outreach.
- Managed organizational scheduling, logistics, and reporting across multiple projects.
- Maintained databases, processed transactions, and ensured accurate recordkeeping for memberships and events.
- Created marketing content for web, email, and social media platforms.
- Collaborated with internal teams and external partners to support organizational goals.

## **ASSISTANT VISUAL ARTS DIRECTOR**

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**Hill Country Arts Foundation/Texas Arts & Crafts Fair  
Ingram, TX | Aug. 2014 - Sept. 2021**

- Managed communications and administrative operations for large-scale public events.
- Organized and maintained databases, records, and reporting systems.
- Assisted with grant reporting and data tracking, ensuring accuracy and completeness.
- Supported public-facing communications and audience coordination efforts.