

Relevant Skills & Competencies

Written Content & Copywriting • Content Strategy • Copyediting • SEO Strategy • MOZ • SEM Rush • Video & Audio Scripting • Audacity Audio Editor • Podcasting • Marketing Analytics & Reporting • Google Analytics • Google AdWords • Social Media Marketing • Adobe Illustrator • Adobe InDesign • WordPress • HTML

Education

Hood College

Degree: Bachelor of Arts

Major: Business Management, Marketing Concentration

Minor: English

Recent Professional Experience

Content Marketing Coordinator

Jul. 2019 - Present

A2LA

Frederick, MD

Responsible for content creation, content strategy, publication scheduling, and brand voice, with a focus on written and audio media. Required to conceptualize, plan, execute, and monitor goal-driven projects of various scales, including two blogs, a company podcast, video projects, SEO and paid search strategies that markedly increased visibility. Responsible for liaising with internal and external parties, balancing needs and capabilities between departments, cross-functional teams, and our external contractors.

Marketing & PR Manager

Oct. 2018 - Jun. 2019

North Star Games

Kensington, MD

Responsible for brand development and product management to support the company's first video game title. Planned and wrote copy for website, app pages, online listings, blogs, email marketing, and press releases. Responsible for press outreach, building relationships with influencers and reviewers, and soliciting positive media coverage to support release. Designed and executed social media strategy on all platforms, for both paid and organic campaigns. Worked closely with software developers to convey technically accurate and strategic product messaging.

Marketing Specialist

Oct. 2017 - Sep. 2018

RURO

Frederick, MD

Responsible for marketing life science software products for medical and pharmaceutical fields. Designed comprehensive short- and long-term campaigns for each product and for the brand overall. This included product imagery, campaigns, and strategic communication for print collateral, emails, social media, and web content, plus press releases, blog posts, product videos, and other media. Collaborated with developers and the Compliance Officer to ensure marketing aligned with strict industry regulations. Planned, executed, and produced reports for PPC campaigns and overall marketing analytics across all platforms.

Marketing & BD Manager

Nov. 2015 - Oct. 2017 (Temp.)

Tom Hodges Mitsubishi

Hollywood, MD

Supervised a major expansion from an independent to a franchise dealership, maintaining brand image through transition while also managing strict franchise requirements. Designed procedure for and directly supervised the business development center to qualify and manage leads effectively. Actively controlled all facets of customer-facing media, including digital, print, television, radio, and community outreach, and was responsible for the detailed documentation and management of Mitsubishi brand standards and requirements.

Operations & Brand Manager

Oct. 2013 - Oct. 2015

Cristina Sabatini LLC

New York, NY

Responsible for product identity strategy and overall brand identity. Wrote over 400 product descriptions as well as extensive copy for web content, catalogues, brochures, and other media outlets. Managed social media, designed print ad graphics, and wrote extensive editorial content.