



WORK EXPERIENCE

Manager, Alliance Campaigns | American Academy of Pediatrics

Greater Chicago Area | 2021 – January 2025

- Direct the execution of national public health campaigns in partnership with brands such as AT&T, YouTube Health, Amazon, and Sanofi, increasing audience engagement by 65%.
- Managed multi-channel content production (social, email, video, web) and co-branded collateral that supported \$2.5M in funding renewals and new sponsorships.
- Oversaw creation and national launch of PSA campaigns resulting in over 52,000 TV airings, reaching 265 million households and generating \$10.5M in donated media.
- Led strategy and optimization for AAP's YouTube channel, increasing views by 300% and subscriber count by 40% through targeted video content and platform enhancements.

Manager, PR & Media Relations | Nicor Gas

Greater Chicago Area | 2014 – 2019

- Led corporate communications strategy during regulatory filings, major infrastructure projects, and crisis events.
- Served as company spokesperson; managed public meetings, media engagement, and executive messaging.
- Directed media materials and talking points to protect brand reputation and inform key stakeholders.

External Communications Lead | Illinois Department of Transportation

Greater Chicago Area | 2012 – 2014

- Directed statewide public information campaigns for transportation safety and infrastructure projects.
- Served as lead spokesperson for the agency; coordinated legislative messaging and high-profile events.
- Developed crisis communication plans and earned media coverage to support public trust initiatives.

Early Career | Television News Journalist

- WGN-TV (CW), Chicago, IL | 2008 – 2012
- WDJT-TV (CBS), Milwaukee, WI | 2005 – 2008
- WHBF-TV (CBS), Rock Island, IL | 2004 – 2005

CORE COMPETENCIES

Strategic Communications & Brand Storytelling

Campaign Development & Multi-Channel Execution

Cross-functional Team Leadership

Public Relations & Media Strategy

Content Strategy & Performance Analysis

TECH STACK

AI & Automation: ChatGPT, Jasper, Miro AI

Project Management: Smartsheet, SharePoint, JIRA, Webex

Analytics & Reporting: Google Analytics 4, Looker Studio

Content & Channel Management: CMS platforms, YouTube Studio, social media tools

Productivity Suites: Microsoft Office 365, Google Workspace

EDUCATION

Master of Arts, Journalism
Columbia College Chicago

Bachelor of Arts, Communications
Governors State University

CERTIFICATIONS

Alliance Management
Association of Strategic Alliance Professionals

Digital Marketing Strategies, Data, Automation, AI & Analytics
Northwestern Kellogg