

CREATIVE STRATEGIST • CONTENT PRODUCER
Narrative Architecture • Voice & Tone • Visual Storytelling

+ THE SHORT VERSION

Writer, editor, and designer with 17+ years of experience shaping ideas into clear, compelling narratives and cohesive visual systems • Partner with brands, agencies, and founders to develop insight-driven content that sharpens brand positioning, deepens audience connection, and drives measurable growth

+ CORE CAPABILITIES

Editorial Strategy • Campaign Direction • Voice & Tone Development • Brand Messaging • Copywriting • Narrative & Long-Form Writing • Developmental Editing • SEO Strategy & Search Visibility • UX/UI Design • Identity & Creative Direction • Visual Storytelling • Video Editing & Post-Production

+ APPLIED CRAFT

03/11 – Present **CREATIVE STRATEGIST • CONTENT PRODUCER [PNW-Based • Globally Remote]**
Lead an independent creative practice shaping voice, messaging, and content systems across digital, editorial, and visual channels • Translate complex subject matter into clear, human-centered communication for diverse audiences • Guide campaign strategy by aligning creative direction with audience insights and behavioral data • Craft SEO-driven content and UX-informed messaging to increase discoverability, affinity, and conversion • Partner with cross-functional teams to deliver cohesive, high-impact solutions

+ **Selected Clients & Collaborations:** Klarna • KISSmetrics • EDPOWER • Sage & Honey Spa • Fields of Freya • Lema's Kokopelli Gallery • The Nicheative

06/22 – 10/22 **MARKETING SPECIALIST [Bend, OR] SAGE & HONEY SPA**
Produced website copy, blog content, newsletters, and social media assets to expand brand visibility and drive audience engagement • Developed and executed multi-channel marketing initiatives across web, email, and social platforms • Managed client communications, inventory, and event promotion to help create a seamless customer experience

09/12 – 05/15 **COLUMNIST • CONTRIBUTING WRITER [Moab, UT • Bend, OR]**
Authored recurring columns, reported features, and voice-driven narratives for regional publications • Collaborated with editors to refine tone, structure, and impact

+ **Selected Publications:** Bend Nest Magazine • The Source Weekly • Moab Sun News

06/10 - 11/11 **SEO CONTENT SPECIALIST [Redwood City, CA] REPUTATION.COM, INC.**
Composed high-volume professional biographies for prominent clients across industries • Conducted in-depth research and produced SEO-optimized content under tight deadlines

11/08 - 02/09 **PROMOTIONS MANAGER [Austin, TX] TEXAS MUSIC EVENTS**
Developed press releases, event branding, and promotional assets for local artists and venues • Supported audience growth through targeted outreach and marketing initiatives

+ ADDITIONAL ENDEAVORS

06/22 - 06/23 **SOMMELIER [Bend, OR] ELIXIR WINE GROUP**
Managed tasting room operations, inventory systems, and point-of-sale workflows • Curated elevated guest experiences for private events and live music programs

05/21 - 06/21 **SUBSTITUTE EDUCATIONAL ASSISTANT [Bend, OR] HIGH DESERT ESD**
Provided instructional support across K-8 classrooms, adapting to diverse learning needs and environments

07/13 - 05/14 **MEDICAL RECEPTIONIST [Moab, UT] RED VALLEY CHIROPRACTIC, MASSAGE, & PHYSICAL THERAPY**
Coordinated patient scheduling and managed records using EMR/EHR systems • Served as a liaison between providers and patients to ensure clear communication

03/13 - 07/13 **ADMINISTRATOR [Moab, UT] MOAB AIR ADVENTURES**
Oversaw daily operations, accounting, and promotional writing for a multi-company aviation cooperative

+ TRAINING GROUND

05/25 - 08/25 **OREGON STATE UNIVERSITY [Corvallis, OR • Hybrid]**
M.Coun., Clinical Mental Health (coursework)

05/24 - 12/24 **TEXAS STATE UNIVERSITY [San Marcos, TX • Remote]**
B.G.S., Integrated Studies

08/03 - 06/07 **SOUTHWEST TEXAS STATE UNIVERSITY [San Marcos, TX]**
B.S., Advertising & Business (coursework)

+ COMMUNITY

Active involvement in mental health advocacy, homeless outreach, environmental stewardship, and youth initiatives