
Writer and editor with extensive client management experience.

Experience

Jersey Digs (Jersey City): real estate news

January 2017-Present

Freelance Writer & Editor (jerseydigs.com/author/gillian/)

- Write sharp articles, reporting on architecture, design, development, and local news.
- Craft sponsored content, spotlighting exceptional residential and commercial properties.
- Write longer-form pieces, profiling local businesses and destinations.
- Edit, fact check, format, and publish all articles.

InterbrandHealth (NYC): the only full-service global branding agency with an exclusive focus on healthcare

June 2017-December 2017

Freelance Client Manager

- Managed agency accounts as their point of day-to-day contact across multiple healthcare brand benefit spaces with a focus on naming and positioning.
- Developed project timelines and led client correspondence.
- Wrote client proposals, pitches, and scopes of work.

Lorelli (NYC): an integrated branding, advertising, and design agency

March 2012-May 2016

Senior Account Executive

- Managed agency's largest account, Empire State Realty Trust (ESRT), developing collateral with clear copy and design essential to leasing commercial and retail space across their entire portfolio and in the Empire State Building. Worked on multiple projects simultaneously, including significant re-branding campaigns for the Empire State Building, One Grand Central Place, 111 West 33rd Street, and 250 West 57th Street.
- Oversaw more than half a dozen residential accounts from conception, through construction, and during leasing, working closely with developers to name, brand, and promote their projects, offering comprehensive creative and strategic services to drive rentals early and quickly.
- Involved in every stage of the project life cycle: define scope of new creative; draft proposal detailing price estimates and timeline; plan media calendars; develop design and write copy in concert with the creative director, artist, and copy chief; traffic workflow in the art department; proof copy and production specs; manage all edits to design and content; present new creative to client; buy and place all media when applicable.
- Delivered an extensive range of assets, including newspaper and magazine ads, digital ads, direct mail pieces, brochures, invitations, collateral for special events and promotions, annual reports, displays, graphics, signage, renderings, htmls, and websites.
- Organized the successful rebranding of W&H Properties as Empire State Realty Trust during their IPO, establishing new brand guidelines and transitioning all marketing materials while maintaining brand consistency and continuity of service.
- Implemented internal procedures to organize workflow and client meeting preparation.
- Guided and supervised junior account executives and the art department.

Flying Point Media (NYC)

November 2010-March 2012

Interactive Project Manager

- Built and supervised an external network of freelance designers and developers.
- Coordinated and managed creative workflow, ensuring deliverables on time and on budget.
- Planned media campaigns and trafficked display ads.
- Edited all advertising copy and design (digital).

American Ballet Theatre (NYC)

April 2010-October 2010

Development Associate, Institutional Support

- Wrote dozens of successful grant proposals including AFLFC's award for ABT's performance tour to Cuba.
- Composed and edited outreach materials for foundations, institutions, and city government officials.
- Planned high-profile member events including the annual Spring Gala and ABT's Family Day.

Milstein Properties (NYC)

May 2003-April 2010

Associate Director of Marketing

- Wrote and edited all marketing materials (digital and print).
- Spearheaded the redesign of company websites.
- Assessed and priced newly available apartments.
- Reviewed clients' finances and approved new leases.
- Managed the day-to-day operations of satellite rental offices.

Education

The New School (NYC)

2014

M.F.A., Creative Writing (concentration in Fiction)

- Awarded the highest, talent-based tuition scholarship for the full length of the program.
- Won The New School Chapbook Award Series for fiction in 2014 which is published annually by the Graduate Writing Program. Winners are selected by writers of national reputation and are not members of The New School faculty.

Hunter College, City University of New York (NYC)

2003

B.A., English (concentration in American Literature); *Minor in French*

- Earned Departmental Honors in English.
- Awarded a grant for summer study in Paris (2002).

Skills

- Skilled with Content Management Systems (WordPress)
- Proficient with Google Docs, MS Office Suite, Mac OS, Basecamp, and Raiser's Edge
- Experience with Adobe Creative Cloud: InDesign, Photoshop, Illustrator
- Classically trained, former professional ballet dancer
- Aspiring writer of short stories