

PROFESSIONAL EXPERIENCE

Bloomberg Businessweek | New York, NY

2011 – present

Weekend Editor

- Copy edit online educational guide written by 12 professors for college students and academics: apply Chicago Manual of Style and in-house style guide
- Deploy weekly e-newsletter for approx. 3,000 subscribers

Familiar Studio | New York, NY

March – December 2015

Content Strategist

- Created communication and editorial strategies for clients in the nonprofit and arts sectors
- Drafted sitemaps, wireframes, and content inventories for website redesigns
- Wrote and edited web copy, [case studies](#), project briefs, social media calendars and posts, Google Adwords and Facebook ads, competitor analyses, presentations
- Planned and conducted stakeholder interviews and audience surveys

Spark451 | Brooklyn, NY

2014 – 2015

Copywriter | *Content Strategist*

- Proposed creative concepts for print and outdoor ad campaigns for clients in higher education
- Developed content strategy, global IA, and editorial guidelines for [site re-launch](#) of private college
- Drafted copy: email marketing; print collateral; web pages; Google, Facebook, and banner ads
- Wrote questions and conducted taped interviews for 4 promo videos for higher education clients

Econsultancy | New York, NY

2011 – 2013

Writer | *Editor* | *Content Strategist*

- Managed online portal for global Fortune 500 B2B: created and maintained daily content; produced content audits; oversaw content migration; sourced, selected, and edited images and graphics
- Covered events and [wrote posts for company blog](#) (350,000+ unique views per month)
- Curated content and deployed 2 weekly newsletters to 8,500+ subscribers

NYU Tandon School of Engineering | Brooklyn, NY

2009 – 2012

Writer | *Producer*

- Produced [web video](#): conducted taped interviews and archival image research, wrote script, secured crew,
- Wrote press releases, biographies, commencement materials, email blasts, executive correspondences, photo captions, headlines and subheads, online and print articles and profiles

The Barbarian Group | New York, NY

2010 – 2011

Content Strategist

- Produced content strategy for site re-launch of national nonprofit
- Conducted content audit of 1,300+ web pages for site migration
- Collaborated on 2 social media strategies (including posting schedules) for major electronics retailer
- Developed voice, style, and moderation guidelines for retail brand

EDUCATION

MFA, Creative Nonfiction, St. Mary's College of California, 2007

BA, American Studies, Reed College, 1994