

## Professional Skills

Creative Vision & Strategy  
Project Management  
Copywriting & Editing  
People Management  
Social Media Management  
Marketing & Edu. Video Prod.  
Social Media Design  
Photography & Photo Editing  
Search Engine Optimization

## Software & Management Systems

### Blogging

WordPress  
Wix

### Project Management

Asana  
Trello  
ClickUp

### Research & Data

Ahrefs  
Google Analytics

### Design

Constant Contact  
Canva  
Figma  
MailChimp  
Camtasia

### Social Scheduling

Buffer  
SOCi  
Hootsuite

### Remote Collaboration

Slack  
Google Meet/Zoom  
Miro  
Compose.ly

## Education

### Florida State University

BS: Media Communications  
BA: Creative Writing

Degree of Distinction:  
Summa Cum Laude

## Marketing & Communications Experience

### BLOG MANAGING EDITOR

Constant Contact | Digital Marketing Software | Remote | May 2024 - May 2025

- SEO Content Management of [constantcontact.com/blog](https://constantcontact.com/blog)
  - Process development and facilitation for the Constant Contact blog, including stages for keyword research, brief writing, assignment, editing, content optimization, and blog publication. Process assignment and tracking in ClickUp.
  - Managed 1100+ blog articles, 100,000+ visitors per year
- Content Editing and Search Engine Optimization for Blog
  - Worked with Content Marketing Director, SEO Director, and third-party agency on keyword planning. Provided new keywords and refreshed content ideas to support content brief planning efforts and content maintenance.
  - Worked with freelance writer vendor Compose.ly to assign, edit, and publish SEO-driven blog articles.
    - Articles feature advice for SMBs, marketers, and agencies
      - Topics include: Email marketing, small business marketing, social media marketing, event marketing, and SMS marketing
- Writing & Editing for creative materials
  - Continues to work with Content Marketing Manager to support customer story and lead generation content download initiatives.

### CONTENT PRODUCER, COPYWRITING

Constant Contact | Digital Marketing Software | Remote | Sept 2022 - May 2024

- SEO, editorial, and creative content project writer and editor
- Produced 29 original and collaborative articles to support [constantcontact.com/blog](https://constantcontact.com/blog).
  - Personal engagement rate: 58.33%, 12.4% above blog average engagement rate at 45.85%
- Works with the Content Marketing Manager to support customer story and lead generation content download initiatives, including ebooks, infographics, and one-pagers through written content, design and layout direction, editing, and proofreading.

### CREATIVE MEDIA MANAGER

Enovational | Government Software | Washington, D.C. | April 2020 - April 2022

- Creative project vision & project team management
  - Internal marketing: Vision, content, and management for employee handbooks, explanation of benefits, HR training program, employee spotlights. Experience with agile solution cycle facilitation.
  - External marketing: customer handbook, Formability product website. Designed brand revamp exercises and facilitated collaboration sessions.
- Developed a specialized creative request system and feedback loop to streamline processes and improve remote collaboration.
- People management & recruitment
  - Designed and executed role requirements, interviews, and skill evaluation for Visual Communications Designer.
  - Daily stand-up, weekly check-in, performance evaluation. Project kick-off, communication, evaluation, and feedback for report.

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## Marketing & Communications Experience, cont.

### MARKETING SPECIALIST

Enovational | Government Software | Washington, D.C. | April 2018 - April 2020

- Creative project vision & management for the company brand, client projects, and company product, Formability.
- Content production including copy for print, web, video, social, education, user experience, and internal marketing.
- Layout design and information architecture for print and web.
- Design & photography for social, print, contract proposal (value \$7 mil), and internal and client-ready presentations.
- Video production for educational demos & marketing: scripts, narration, editing.

### SOCIAL MEDIA MANAGER - CONTENT EDITOR

LoSoMo, Inc | Digital Marketing Agency | Boca Raton, FL | Aug 2017 - March 2018

- Social Media Manager and Copywriter for 50+ clients across 100+ social network accounts, including Facebook, Twitter, Instagram, LinkedIn, and Pinterest.
- Content creator for visual graphics, blog content, on-page copywriting, video marketing, and on-page and social optimization for 50+ clients in a range of industries. Serviced small, local businesses and large national franchises.
- Editor for creative collateral, including, but not limited to: client blogs, social media copy, on-page content, video, email/newsletter, and visual design for social media. Serviced 50+ clients in a range of industries - SMBs to large franchises.
- Manager of LoSoMo Inc. Internship Program with responsibilities including recruiting, interviewing, hiring, and training social media and content interns. Developed internship portfolio program.

### COMMUNICATIONS & MARKETING INTERN

First Book | International Non-Profit | Washington, D.C. | Summer 2016

- Management, campaign strategy, and content creation for July crowdfunding spotlight campaign. Blog, email newsletter, and social dissemination.
- Assisted with social media management, content creation, and the creation of a media acquisitions tagging structure.