

## EXPERIENCE

### THE PEW CHARITABLE TRUSTS

**Senior Associate, Digital Strategy | November 2019 - present**

- Created, implemented and analyzed comprehensive, cross-platform digital communications strategies at both the portfolio and campaign level for Pew initiatives resulting in increased website visitors and engagements on Pew's social media platforms;
- Led digital communications for 10 institutional initiatives spanning diverse topics;
- Developed a template and process for reporting digital analytics, analyzing content performance and providing tailored recommendations to individual project teams;
- Conceptualized, drafted and edited content for web, email, video and social media;
- Created and implemented a new strategy for the organization's health-focused Twitter handle that incorporated audience and content analysis, resulting in a more than 50 percent increase in impressions and engagements on the platform;
- Leveraged Hootsuite, Meltwater, Google Analytics, CrowdTangle and other tools to inform content strategy and monitor digital communications;
- Trained research and communications staff to leverage their digital presence to elevate the organization's work and establish themselves as experts and thought leaders;
- Developed a department-wide editorial calendar to manage Pew's published products and campaigns;
- Organized monthly professional development sessions to keep colleagues abreast of current trends and developments.

### AIRPORTS COUNCIL INTERNATIONAL - NORTH AMERICA (ACI-NA)

**Senior Marketing & Communications Manager | December 2017 - November 2019**

- Led the redesign and launch of the organization's website, resulting in a 30 percent increase in traffic to the website and a 70 percent increase in page views;
- Planned and executed marketing strategies for ACI-NA's 20 annual conferences and meetings, including social media ad buys, email marketing, print marketing, etc.;
- Led organization-wide implementation of tools and software to streamline operations and increase member engagement;
- Designed all graphic elements and marketing materials for the organization using Adobe software;
- Transformed the department's project management process by establishing and building out responsibilities using Basecamp, implementing it organization-wide, and conducting staff training to increase efficiency;
- Created and implemented a social media strategy to increase awareness and engagement across the organization's four social media accounts, including both paid and organic campaigns;
- Managed an active community of airport marketing professionals and led them in discussing relevant topics and developing professional development content to enhance members' career development and experience.

### SC COUNCIL ON COMPETITIVENESS

**Communications Consultant | November 2017 - February 2018**

**Communications Coordinator | November 2015 - November 2017**

- Created and executed content strategy for the Council and its initiatives, including writing and editing all content, parsing research for social media consumption and creating blog and website content within our topic areas;
- Planned and executed approximately 20 events, conferences and meetings each year for the Council's initiatives, including SC Aerospace's annual South Carolina Aerospace Conference and Expo, which attracts more than 500 attendees annually;
- Led project revamping the Council's website, including managing vendors, developing all web content, remapping user journeys, and crafting content strategy and an editorial calendar, all leading to increase interest in the Council's work;
- Increased fundraising, social media engagement, email open rate, and event attendance through targeted marketing and PR efforts, including web and social media strategies;
- Developed and implemented strategic campaigns around research releases, including media outreach, partner outreach, social media efforts, website content and expert blogs;
- Increased media mentions by positioning the Council's CEO and initiative directors as thought leaders and experts;
- Worked directly with the Council's CEO and industry cluster directors to monitor industry trends, legislation and policy relevant to the Council's five cluster initiatives;
- Defined strategic goals and implemented strategies to increase the Council's growth, including launching a new industry cluster initiative.

## EXPERIENCE (CONT.)

### EYENAVISION

#### Marketing Coordinator | November 2013 - September 2015

- Planned and coordinated three successful appearances at Vision Expo East and West, an international eyewear trade show hosted in Las Vegas and New York City;
- Managed vendor relationships, including printers, web developers, photographers, trade show partners to ensure continuity in products and services;
- Increased brand visibility, media mentions, and sales for each of the company's three eyewear brands;
- Developed and maintained relationships with influencers to reach target audiences, resulting in blog content, increased social media mentions from popular influencers and quality linkbacks to our products and website
- Created and implemented marketing strategies to launch one new eyewear brand and six new product collections, including building and updating web content, drafting social media content, and preparing promo content for partners;
- Implemented marketing and communications strategies using both traditional and digital tactics to reach target audiences;
- Provided customer service via phone and email to B2B and B2C clients around the world.

## EDUCATION

### DUQUESNE UNIVERSITY

#### Master of Science

*Media Arts and Technology*

#### Bachelor of Arts

*Public Relations and Advertising;  
minor in Print Journalism*

## VOLUNTEER EXPERIENCE

### PRSA NATIONAL CAPITAL CHAPTER

2021 Marketing & Communications Committee Chair

### SCPRSA

2017 VP of Communications

### JUNIOR LEAGUE OF WASHINGTON

2021 - 2022 Publications Committee volunteer

2020 - 2021 Graphic Design volunteer

## CERTIFICATIONS | COURSES

PRSA Digital Communications Certificate Program

Hootsuite Social Marketing Certification

Hubspot SEO Certification

HubSpot Email Marketing Certification

HubSpot Content Marketing Certification

Nonprofit Marketing Guide Accelerator courses

Shonali Burke Consulting's Social PR Virtuoso Program

Google Analytics Beginner Analytics Certification

Google Analytics Advanced Analytics Certification

### PRSA'S NEW PROFESSIONALS SECTION

2019 Section Chair

2018 Section Chair-Elect

2017 Programming Co-Chair

2016 Membership Co-Chair

### RICHLAND COUNTY LIBRARY

2016 - 2017 volunteer