

SUMMARY

I am an energetic marketing professional with proven value in brand and product marketing, graphic design, and digital communications. I excel in managing multiple projects simultaneously while hitting tight deadlines. Over the years I have supervised and mentored interns, direct reports, and younger colleagues. I take pleasure in organization, including process creation, documentation, and multi-scale planning. My verbal, visual, and written communication techniques can be tailored across industries. My lifelong interest in learning and research skills has led to multiple corporate successes.

Loyola University Maryland, Magna cum Laude, May 2015

PROFESSIONAL EXPERIENCE

careviso, Falls Church VA

Product and Brand Manager, Remote

Marketing and Graphic Design Specialist, Hybrid/Remote

2020 - Present

January 2022 - Present

December 2020 - January 2022

Developed brand voice and feel across multiple platforms and media. Managed and designed all branded materials and maintained brand guidelines. Monitored industry and competitive intelligence and shared with stakeholders. Conducted competitor and industry-related research. Advised on executive social media presence and best practices. Assisted with product brand development, including naming, logo design, and marketing material creation for the brand and new products. Ran cross-departmental meetings (Engineering, HR, etc).

- Created and maintained marketing processes and documentation. Updated all marketing materials with **new branding** within first month. Developed and executed editorial calendar for web, social, and email, and provided analytics. Managed and executed website development, design, and engagement. Social media platform views increased by 75%, and followership by 202%, during tenure. Total website sessions and users increased by 21% and 12% respectively. Monthly website page views increased by 92% throughout 2 and a half years.
 - **Owned collateral for the Sales team** including white papers, case studies, email campaigns, lead-generation landing pages, sell pieces, presentations, web pages, and templates for all of the above. Directed and produced **product demo video**. Produced all marketing materials and retrospective Data Analysis Report for new product soft-launch.
 - Project-managed the **company renaming** process. Developed strategy and managed execution of release. Created new logo and handled all graphic collateral. Directed and produced announcement video with external animation contractor.
 - Developed conference strategy and execution. Led conference prep with multiple stakeholders and external contacts. Managed entire booth planning and execution.
- **Managed Marketing Associate:** Supervised editorial calendar planning and assisted with technical execution. Supervised and assisted with competitor analysis and media analytics. Coached ownership of special projects and task management. Coached Marketing Associate through project-managing tagline launch. Coached HR Associate through project-managing 5th anniversary. Managed Marketing Interns.
- Assisted with managing geographically diverse Marketing team and created department handbook. Developed annual marketing strategy, oversaw execution, and **collaborated with other departments to meet creative/marketing goals**. Led technology adaption and processes interdepartmentally, including training. Maintained relationships with Sales, Dev/IT, Product, HR, Operations, and Management teams. Led cross-departmental initiatives and assisted with HR-related tasks. Led All-Hands Meetings, cultural events, and holiday-giving projects.

Johns Hopkins University, Office of Undergraduate Admissions, Baltimore MD

Digital Communications Specialist

March - August 2020

Managed all aspects of the Office's social media, including building strategy, developing an editorial calendar, collecting regular analytics, authoring copy, and answering student inquiries. Co-managed blog strategy creation and execution. Conducted peer institution analysis and other research.

- Managed a student intern for the team by leading their training, organizing resources, and providing a positive and supportive environment to aid in their success. Projects included establishing procedures for collecting and managing student, alumni, and staff content.
- Managed live social media coverage for virtual events and student/alumni "takeovers" of Instagram account. Included establishing processes, outreach and scheduling, monitoring, and providing feedback. Member of several working groups to further Office goals through collective brainstorming, research, and project execution and management.

Charles Street Research, Baltimore MD

Social Media Manager

May 2019 - January 2020

- Managed the company's social media properties, including campaigns and strategy, collecting regular analytics, authoring copy, customer and user inquiries, and creative content generation on multiple platforms.
- Conducted research, created graphics for multiple platforms and needs, managed Facebook bot creation and maintenance using ManyChat, and increased company recognition on platforms.
- Provided live social media coverage for company-sponsored events, such as the annual investor summit, and assisted event staff when needed.

Wolfram Research Inc., Champaign IL

Social Media Manager, Remote/On-site

January 2016 - April 2019

- Promoted twice in three years. Increased company's social media followers by 40,000; earned 40 million impressions and 500,000 engagements across multiple platforms and brands. Interacted regularly with other brands and media personalities.
- Managed the company's multiple social media properties, campaigns, and strategy. Wrote and edited copy, created visuals, and provided recurring in-depth analytics cited in the company All-Hands meetings. Fielded user inquiries and provided customer support.
- Developed, coordinated, and maintained the CEO's complete social media presence on multiple platforms.
- Developed procedural documentation, conducted research, managed profiles and content maintained by others, and increased company recognition on multiple platforms and within multiple demographics.
- Managed Social Media Intern, including creating assignments, training, and performance appraisal.
- Provided live social media coverage for company-sponsored events, such as the annual Wolfram Technology Conference and Wolfram Summer Programs.

DETAILED EDUCATION

Bachelor of Arts, Communications and Fine Arts
GPA: 3.75, Dean's List all semesters, 2011-2015
Departmental Medal of Honor in Fine Arts
Magna cum Laude

References available upon request.

TECHNICAL SKILLS

- Expert: Salesforce Pardot; Wordpress; Elementor; Asana; Adobe InDesign, Illustrator; Canva; Microsoft Office Suite; Google Drive Suite; HootSuite; Sprout Social
- Proficient: Wolfram Notebooks; ManyChat; Canva; Buffer
- Novice: Adobe Photoshop, AfterEffects; Google Tag Manager, Analytics; HTML; Tableau