

# PROFESSIONAL EXPERIENCE

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## MCMMASTER-CARR

### *Technical Writer*

Hybrid

July 2023 - May 2024

- Distilled complex industrial concepts into concise and compelling web copy that engaged more than 11,500 customers per month and received a 94% helpfulness rating
- Leveraged industry standards, interviews with customers and experts, and other primary sources to conduct in-depth research
- Presented work to writers, designers, and managers during virtual and in-person gallery walks and transactional meetings to garner feedback
- Advanced multiple overlapping projects with concurrent deadlines

## BUILT IN

### *Staff Writer*

Remote

May 2022 - April 2023

- Built partnerships with clients like Intuit Credit Karma and CLEAR to develop branded content that furthered their global hiring goals
- Authored 5+ long-form feature stories, Q&As, and round-ups per week while asynchronously collaborating with editors and project managers
- Conducted dozens of in-depth interviews with employees and executives about company culture, products, professional development opportunities, and more; mastered client voice and tone
- Published the most assets and garnered the highest revenue in Q1 2023
- Communicated complex technical concepts to a variety of audiences in the tech and startup industry
- Improved Brand Studio's social media efforts, including copy editing written posts, scheduling LinkedIn content, and analyzing performance data; drove a 10% increase in LinkedIn engagement
- Co-founded an employee resource group focused on promoting inclusion and accessibility within the workplace

## ELKS NATIONAL FOUNDATION

### *Communications Associate*

Hybrid

August 2019 - April 2022

- Developed and implemented a comprehensive communications strategy to promote the Foundation's programs, meet critical fundraising needs, and increase engagement with the ENF's platforms and mission
- Improved annual fundraising outcomes by 5% year over year
- Produced 50+ pieces of diverse content each month across multiple platforms, including emails, press releases, feature stories and blog posts
- Implemented a content calendar to streamline content production, ensure adherence to key deadlines
- Created a style guide centered on strength-based communication to foster inclusivity and maintain brand and style standards



## STORYTELLER

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Observant and collaborative writer dedicated to building relationships, solving problems, and digging deep. Creative, empathetic, and imaginative storyteller. Fast and curious learner who uses impactful narratives and effective digital strategies to engage audiences with a mission or brand.

## EDUCATION

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University of Wisconsin-Madison (2018)

Master of Arts in Journalism and Mass Communication

University at Buffalo (2017)  
Bachelor of Arts in Communication

## EXPERTISE

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- Nonprofit communications
- Project management
- Brand management
- Strength-based communication
- Social media management
- Editing
- AP Style
- Marketing
- Graphic design
- Website management

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# PROFESSIONAL EXPERIENCE (CONT.)

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## ELKS NATIONAL FOUNDATION (CONTINUED)

- Offered strategic communications advice to development, programs, and donor services departments; edited all content produced across departments to establish consistent use of brand, style, and voice
- Managed the Foundation's social media platforms; developed a social content and marketing strategy and tracked engagement metrics and post performance to inform strategic planning
- Directed cross-departmental collaboration to produce a quarterly print newsletter for thousands of donors, overseeing all aspects including planning, task delegation, content creation, and editing
- Led a social campaign to garner video engagement on YouTube, resulting in a 136% increase in channel subscriptions, 18% increase in viewers, and a 100% increase in watch time
- Organized a multi-channel campaign to more than double recurring gift sign-ups, one-time gifts, and average contributions on Giving Tuesday in 2019

## TEMPORARY, FREELANCE, & CONTRACT

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### UNIVERSITY AT BUFFALO ADVANCEMENT

#### *Regional Engagement Officer - Temporary*

Remote

October 2024 - Present

- Assist with and develop event plans for UB's key alumni markets
- Build relationships with regional alumni volunteers across the United States; partner with volunteers in creating robust event plans, including watch parties, happy hours, and other gatherings
- Update and monitor regional social media and web platforms to market events and volunteer opportunities
- Manage logistics and communication, book vendors, coordinate volunteers, conduct follow-up, and track metrics for events

### UNIVERSITY AT BUFFALO ADVANCEMENT

#### *Advancement Communications - Freelance*

Remote

October 2024 - Present

- Aid the University at Buffalo's Advancement Communications office with marketing and communication needs
- Produce emails, fundraising appeals, and other print and digital assets that further the University's fundraising efforts; align content with the University at Buffalo's brand, voice, and tone

### IMPACT BEHAVIORAL HEALTH PARTNERS

#### *Marketing & Communications - Contract*

Remote

September 2024

- Drafted and sent promotional emails and created engaging social media posts to raise awareness, encourage registration, and inform audiences about Impact's 5th annual 5k walk
- Coordinated with media outlets to secure coverage of the event and placement of stories highlighting Impact's work and mission

## PERSONAL SKILLS

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- Collaboration
- Communication
- Growth mindset
- Prioritization
- Attention to detail
- Imagination
- Adaptability
- Empathy
- Leadership & management
- Kindness

## SOFTWARE

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- Adobe Creative Suite (InDesign, Photoshop, Premiere Pro)
- Canva
- Asana
- Donor Management Platforms (EverTrue, Ellucian Advance)
- Office Suites (Google, Microsoft)
- Communication Software (Slack, Teams, Zoom)
- Email & Marketing Platforms (Mailchimp, Blackbaud Raiser's Edge, Blackbaud Luminate)
- CMS (Wordpress, Drupal)

## CERTIFICATES & COURSES

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- Story Mining & Strategy: Creating Great Branded Content (New York Times T Brand Studio)
- Content Creation: Strategy & Tools (LinkedIn)