



## PROFILE

I am a Digital communications expert with a proven track record in strategy and content creation. I've successfully led digital initiatives to support organizational goals and enhance brand presence, while also contributing to diversity and inclusion efforts. I held key roles in social media management, marketing communications, and operational leadership across a variety of industries. My career spans both creative content development and strategic project management, with a focus on driving engagement and achieving results.

## AREAS OF EXPERTISE

- Planning, Development & Execution of Marketing & Advertising Initiatives
- Implement Process Improvements
- Web & Data Analytics & Actioning
- Strategic & Directional Planning
- Copywriting & Brand Storytelling
- Email Marketing & Campaign Management
- Brand Photography & Visual Content Creation
- Crisis & Guest Communication
- Cross-Functional Collaboration

## EDUCATION

### B.S Communications, Video Production and Journalism

Southern Connecticut State University  
New Haven, CT

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## PROFESSIONAL EXPERIENCE

### Freelance Digital Media Coordinator | Content Strategist 2024 - Present

Experienced digital media professional specializing in content strategy, copywriting, social media marketing, and brand photography. Skilled in creating engaging content, managing campaigns, and designing high-quality visuals to drive brand awareness and customer engagement. Adept at collaborating with teams to meet strategic goals and enhance digital presence across platforms.

- Digital and social content strategy, development & execution
- Copywriting & brand storytelling
- Brand photography, visual & graphic content creation
- Editorial calendar development & management
- Increased IG followers 150%, FB over 430% in under 5 months

### Senior Digital Communications Coordinator 2022 to 2023 Make-A-Wish Alaska & Washington, Seattle, WA

Pivotal player in building and executing a robust digital content strategy, using email, website and social media platforms to further the chapter's programmatic, brand and fundraising goals in collaboration with the marketing communications team.

- Lead copywriter for chapter wide special events, campaigns and promotions (Email, social and web)
- Develop strategic digital and social media campaigns for chapter's special events, third party events, corporate partnerships and volunteer and medical outreach
- Email design and deployment
- Increased email open rates over 30% and click rates over 15%
- Spearhead email campaign strategies to increase audience
- Develop and maintain chapter wide social media editorial calendar
- Increased IG audience over 500%, FB over 2000% & LI over 50%
- Create social media, web and email graphics
- Email and social analysis to improve metrics and operationalize strategy
- Member of the Diversity, Equity and Inclusion Task Force

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## PROFESSIONAL EXPERIENCE, CONTINUED

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### Director of Social Media Marketing

2018 to 2022

Tony's Steaks &amp; Seafood, Cincinnati, OH

Lead copywriter, responsible for advancing the team and customer experience through online and traditional marketing. Led efforts to engage stakeholders with quality content, create content delivery plans and maintain consistent, brand-appropriate content, as well as oversee and administer the company's social media marketing and advertising.

- Planning, development & execution of marketing & advertising initiatives
- Develop and maintain organization wide social media editorial calendar
- Increased FB audience for Indianapolis location over 300,000%, over 130% in Lexington and over 90% in Cincinnati
- IG increase of over 190,000% in Indianapolis, over 1300% in Cincinnati and over 310% in Lexington
- Managing social media presence; Yelp, Trip Advisor, Google and OpenTable
- Organizing, planning and executing photoshoots for magazine, website, articles and social
- Brand photography & videography
- Email marketing & campaign management
- Grew the email marketing list over 25%, increased open rates over 30% and clicks over 30%, which increased gift card sales over 1000%

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## CERTIFICATIONS

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- Adobe Marketing Specialist – Social Media Content and Strategy, Multichannel Content Marketing, Digital Marketing, Design Fundamentals, Generative AI Content Creation
- ACTFL Certified in Greek (Speaking, Reading, Writing)

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## PROGRAM PROFICIENCIES

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|---|--------------|--------------------|
| • Microsoft Suite   | • Canva      | • MailChimp        |
| • Google Suite  | • Sprout     | • Constant Contact |
| • Adobe – Photoshop, Premier Pro/Rush, Lightroom, Express | • Linktr.ee  | • Smartsheet       |
| • Final Cut Pro   | • Meltwater  |                    |
|   | • DotDigital |                    |