

Professional Profile

I leverage my strengths in content strategy, design, and SEO to thoughtfully craft authentic approaches to storytelling. My mission is to immerse the digital space with engaging, empathetic content that connects brands to their target segments, creating an endless journey that satisfies both the focused and serendipitous behavior.

Recently, I implemented new content strategy for a client's social media that resulted in a 295% increase in followers and 155% increase in engagement over 3 months. I directed the creation of fresh website content that increased a client's site traffic by 117% and assisted with content strategy on a project that ultimately resulted in a client's targeted Facebook group growing to 80,000+ members.

Key Skills

Content Strategy
Social Media Strategy
Search Engine Optimization
Graphic Design
Copywriting

Technical Skills

Adobe Creative Suite
WordPress
HootSuite, Buffer, Asana
SEMRush, Moz, Majestic
MailChimp
Google Analytics

Education

Certificate: Graphic Design

University of the Arts
Expected Fall 2019

Bachelor of the Arts

English: Writing
West Chester University
2010-2014

Work Experience

Content Strategist + Designer

Nov 2018 - Present

Freelance

- Implement brand messaging and define content strategy across multiple digital platforms with the goal of increasing reach, engagement, and conversions for clients.
- Conduct SEO and usability research, analyze keyword and audience data to optimize content and information architecture.
- Develop social media strategy and build editorial calendars, oversee community management for social channels, conduct content audits as needed.
- Identify digital influencers and potential marketing partnerships, build relationships that convert to meaningful coverage for clients in targeted communities.

Eagle Peak Marketing

May 2015 - Nov 2018

Content Strategist

- Directed content strategy and managed content production for 8 client accounts.
- Developed content and brand guidelines for clients based on research and industry compliance standards, created editorial content calendars, and regularly conducted content audits to identify areas for improvement.
- Collaborated with clients and cross-functional teams to define brand messaging and identify pain points in the user experience of client websites.
- Connected with bloggers, influencers, journalists, and other digital media professionals to gain placement for clients on relevant websites, news outlets, and in niche online communities to increase their visibility.
- Managed two supporting research assistants and a team of freelance writers.

Content Marketing Associate

- Supported the digital marketing programs for 5-8 client accounts through preparing website content and conducting SEO research.
- Worked on a team to optimize existing web content, regularly updated client websites and social media channels.
- Assisted with content audits, strategy sessions, and client presentations.

Content Editor (Contract)

Dec 2014 - Jan 2019

Jump Magazine

- Prepared editorial content related to Philadelphia's music, art, and cultural scene for a quarterly magazine with a 30,000+ circulation.
- Compiled information from a variety of sources including live event coverage and interviews with musicians, public figures, artists, and community leaders.
- Possess strong listening and observation skills, communicate with tact, poise, and discretion.

Social Media Marketing Specialist

June 2014 - May 2015

PJs and Coffee Social Media Marketing

- Developed social media marketing campaigns designed to increase engagement and grow the following for a portfolio of client accounts that included politicians, small businesses, and eCommerce sites.
- Prepared copy and visual content for multiple social media platforms, newsletters, and client websites.
- Collected data to assess engagement strategies. Met with clients to discuss their accounts.