

CAREER SUMMARY

Editorial • Marketing • Management

- **Versatile editorial professional** with a strong foundation in SEO-driven content strategy, feature writing, and AP style editing. Adept at aligning content with brand voice and audience needs while leveraging tools like WordPress and analytics platforms to drive performance.
 - **Experienced digital media strategist** skilled in creating and distributing newsletters via Mailchimp, crafting compelling social media copy, and scheduling content across LinkedIn, X, Facebook, and Instagram. Uses data insights to optimize audience engagement and improve content effectiveness through thoughtful keyword and metadata implementation.
 - **Organized project and team leader** with a proven ability to manage editorial calendars, coordinate freelancers, and communicate effectively across departments. Maintains strong relationships with PR firms and vendors to ensure timely content delivery and high editorial standards.
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AREAS OF EXPERTISE

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| ▪ Content Writing | ▪ Organizational Skills | ▪ Content Management System (CMS) |
| ▪ Proofreading/Editorial Skills | ▪ Publishing Skills | ▪ MailChimp/Newsletters |
| ▪ Media Formatting | ▪ Adobe Software/Design | ▪ Slack communication |
| ▪ Search Engine Optimization (SEO) | ▪ Loomly | ▪ Working With Visual Media And Design Teams |
| ▪ Marketing/Sales | ▪ Copywriting | |
| ▪ WordPress Management | ▪ Virtual Networking/Remote Environments | ▪ Program Management |
| ▪ AP Grammar | ▪ Interpersonal Skills | ▪ Product Development |
| | | ▪ Working With Global Brands |
| | | ▪ Emerging Technology |
| ▪ Effective Research | | |
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EDUCATION

Journalism & Media Communications, Bachelor's Degree (Graduated: May 2023)

Colorado State University, Fort Collins, CO

Alpha Chi, President's List, Phi Theta Kappa

GPA: 4.0

Associate of Arts, Associates Degree (Graduated: May 2021)

East Central College, Union, MO

President's List, Phi Theta Kappa

GPA: 4.0

PROFESSIONAL EXPERIENCE

Innovative Properties Worldwide, Denver, CO (Remote)

August 2023 – Current

The award-winning team of journalists at Innovation & Tech Today celebrates innovation with a special focus on science, sustainability, and STEM. As such, Innovation & Tech Today caters to a loyal audience of millions of technology enthusiasts and early adopters, especially in corporate and educational communities.

Managing Editor/ Innovation & Tech Today, STEM Today, Sustainability Today

Overseeing the production and publication of a quarterly magazine focusing on tech, sustainability, and STEM. Responsible for planning and executing 4 issues of the magazine per year, as well as frequent online content that may accompany it. Managing the website to ensure that it is always updated with fresh and engaging content, and newsletter and social scheduling.

- ***Gathers and manages a team of freelancers and contributors*** to provide fresh and accurate stories that can be published in the print magazine or website for maximum audience engagement. Editing content and establishing deadlines for these writers.
- ***Assists in the promotion of each magazine through*** social pushes, tech event engagements, and more to ensure the issue gets in front of as many eyes as possible (3.2 million annual impressions, 29,000 newsletter subscribers, 105,000 social media followers).
- ***Manages and assists in all large-scale production content*** by producing written content, doing celebrity outreach, and adopting emerging technology skills such as Generative AI.
- ***Collaborating with external vendors*** and connecting with PR firms for breaking news and cultural media knowledge pieces from NASA, National Geographic, Disney+, Netflix, HULU, and more.

Writer Access, Boston, MA (Remote)

November 2022 – Present

A content creation platform to grow businesses, scale content marketing and boost internet presence with the production of blog posts, biographies, profiles, web pages, and more.

Freelance Writer/ Proofreader

Communicating with clients across the country and using writing and research skills to produce articles to increase their marketing and business ratings. Plus, proofreading by evaluating submissions from other employees and ensuring no plagiarism or grammatical errors are present.

- ***Successfully persuaded readers with copywriting expertise*** to support businesses and hire them for their professional service and produce informational articles that are engaging and have a persuasive call to action.

- ***Thoroughly proofread employees' submissions*** and correct all instances of passive voice, improper AP grammar, incorrect titles, and instances of plagiarism to ensure optimal content production.

Word Agents, Commack, NY (Remote)

November 2022 – Present

A premium content agency that produces blog posts, website copy, product descriptions, and other SEO content for a well-diverse group of small businesses, agencies, and webmasters in the United States.

Freelance Content Writer

Assigning content writing assignments for clients aiming to increase their web traffic and sales. Once reviewing unique client requests, complete the written work, with SEO and marketing strategies that are submitted in a timely manner.

- ***Actively reviewed media formatting*** to ensure the written content was composed to the clients liking. This media formatting includes headings, footers, file image types, keyword placement, and more.
- ***Communicated effectively with interpersonal skills*** with various clients across the county who specialize in different services. Checking in with clients and thoroughly examining their wants throughout the process to ensure satisfaction and success.

Society 19 Media Magazine, Boston, MA (Remote)

April 2022 – August 2022

A magazine for everything lifestyle. Delivers content about fashion, beauty, college, health, relationships, travel, and more.

Media and Editorial Internship

Created extensive magazine articles geared toward college students. During this 16-week intern contract, effectively-researched topics and formatted all articles before submission.

- ***Reviewed content and products*** and wrote/edited related articles that rigorously demonstrated the ins and outs of the subject. Knowledgeable about what was trending and how to sell it to the target market.
- ***Marketed and increased magazine web traffic*** with the use of intense SEO implementation. In addition to keywords, utilized meta descriptions, secondary keywords, and more.

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