

Writer, systems thinker, content strategist, creator of Things

I'm a content marketer with over 7 years of experience in fast-paced, creative environments. My work incorporates narrative, user experience, data, and design into streamlined workflows that tie everything together. To build connections with measurable results, I combine big picture planning, critical thinking, and attention to detail, and view all my work through a purpose-driven lens. Personal and professional growth is a priority, so I take every opportunity to learn and develop new skills, with an emphasis on ownership and independent initiative. I place a high value on workplace culture and strive for alignment and communication, because I love building collaborative relationships with teams. Most importantly, I take immense pride in what I do.

Skills

TECHNICAL

- Content planning & writing
- Brand identity development
- Market research
- Data storytelling & insights
- Performance metrics analysis
- Project management
- B2B SaaS & B2C Communication

INDIVIDUAL

- Building relationships
- Empathy & compassion
- Adaptability & quick pivots
- Leadership
- Systems thinking & workflows
- Cross-functional collaboration

TOOLS

- Adobe Creative Suite
- Google Suite
- SEO
- Wordpress
- Metabase

Education

UMASS AMHERST

B.A.: Writing Across Media & Genres

Interests

- Social tech innovations
- Psychology/neuroscience
- Pathology/medicine
- Linguistics
- Baroque architecture
- Kinesiology/fitness
- Interesting burger topping combinations

Experience

HEAD OF CASE STUDIES / CONTENT SPECIALIST

USCREEN. 04/2021 - PRESENT

- Independently plan, build, project manage, and create content for new case studies department.
- Build a modular case study database that provides company-wide access to resources including: testimonials, key data points, and micro case study blurbs.. Helps multiple teams effectively repurpose content across channels for more efficient campaigns and project launch times.
 - *MRR value per case study in sales deals averages ~\$4k /month, with ongoing steady increase.*
 - *Increased SQLs by 23% and webinar signups by 19%.*
- Conduct interviews and maintain communication with customers and industry partners.
- Present quarterly goals and progress with stakeholders and senior management.
- Use performance metrics to test/refine strategy and drive growth.
- Write engaging targeted branded content, including: blog, newsletters, email, landing pages, webinar and YouTube scripts, and lead gen. projects.
 - *Created 6 out of the 10 top-converting pieces of content in 2022.*
- Lead team in cross-functional collaboration project to improve customer acquisition and retention by developing updated brand messaging..

FREELANCE CONTENT STRATEGIST & WRITER

SELF-EMPLOYED, 08/2018 - 04/2022

- Communicate with clients directly to create plan of action and deliverables
- Collaborate with in-house graphic designers and project team leads.
- Articulate complex ideas in an understandable way to develop brand presence and authority.
- Consistently meet deadlines and deliver high-quality work with quick turnaround times and frequent pivots.
- Research and fact-check information for accuracy.

MARKETING MANAGER

ADAMS CUSTOM FURNITURE, 01/2016 - 08/2018

- Develop B2C email outreach strategy to convert one-time customers into repeat clientele.
 - *Increased open rate by 27% and turned 42% of customers into repeat clientele over a 2 year period.*
- Improve marketing strategy and identify relevant trends using Google Analytics.
- Revamp company website and accounts with optimized content.
 - *Grew organic traffic by 340%.*
- Use brand storytelling to create a narrative that appeals to target demographic.