

CONTACT

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EDUCATION

Google UX Design Professional Certificate
 2022 - Feb 2023

Denison University
 2003 - May 2007
BA, Communication

NYU Summer Publishing Institute
 July - August 2007
Publishing Certificate

SKILLS

Design

User Experience Design
 User Interface Design
 Wirefaming
 Prototyping
 User Research
 Personas
 Journey Mapping
 Usability Studies
 Video editing

Marketing

Brand Storytelling
 Content Strategy
 Copywriting & Editing
 Community Management
 Social Media Strategy
 Influencer Strategy
 360° Marketing Planning
 Photo & Video Production

Tools

Figma
 AdobeXD
 Premiere Pro
 Sketch
 Photoshop
 Illustrator
 Google Analytics

Management

Adept People Manager
 Performance Reporting
 Budget Planning
 Creative Problem Solving
 Effective Communication
 Strategic Vision

ACHIEVEMENTS

Google Analytics Individual Qualification
 June 2022

Featured Speaker

Bloguettes Workshop Conference
 Phoenix, AZ | 2018

C3 Conductor Content & SEO Conference
 New York, NY | 2018

Lambda Pi Eta, National Communication Honor Society

Denison University 2003 - 2007

EXPERIENCE

Nov 2022 | Present | **CARACARO SKINCARE | NEW YORK, NY**
Product Designer & Brand Marketing Consultant

- Conduct user research & surveys
- Design & prototype skincare consultation experience
- Craft go-to-market strategy & marketing vision

Mar 2018 | Apr 2022 | **PROSE HAIR | NEW YORK, NY**
Brand Marketing, Director of Social Media & Community

- Managed team of four and three agency partners
- Oversaw social media, community, influencer, & partnership program
- Led brand communication for all DEI & sustainability initiatives
- Organized community focus groups to provide user experience feedback
- Initiated new Instagram landing page that lead to 188% higher conversion rate from channel
- Launched stylist content program with Product & UX team, securing 50+ stylist partners
- Implemented social listening tool for use by marketing and R&D team
- Analyzed & reported performance and community feedback to execs
- Partnered cross-functionally to execute 360° marketing campaigns

Nov 2010 | Mar 2018 | **BIRCHBOX | NEW YORK, NY**
Senior Manager of Content & Social Media, 2016-2018

- Oversaw content strategy for brand and social media
- Managed team of three and network of writers & video editors
- Executed 360° campaigns cross-functionally for 300+ partners
- Analyzed & reported performance to marketing & executive team
- Represented brand in content and at press events & conferences

Senior Manager of Video Content, 2014-2016

- Produced & art directed 20+ videos monthly
- Managed two full-time video producers and production company
- Increased monthly video views from 20K to 1MM+

Editor & Video Manager, 2011-2014

Associate Editor, 2010-2011

- Wrote & edited feature articles, blog posts, marketing copy, & newsletters. Conducted interviews with industry experts
- Produced monthly video shoots and managed production company

Jan 2010 | Sep 2010 | **DROP.IO | NEW YORK, NY**
Communications Manager

- Managed client relationships for digital press release app, Presslift
- Coordinated events and industry panels for 2K+ community members

Jan 2008 | Dec 2009 | **SHINE MEDIA | NEW YORK, NY**
Assistant Account Manager

- Secured print, TV, & digital press and planned events for eight clients