

EXPERIENCE

VP of Production, Waverly Hicks, New York, NY, 4/21 - Present

- Work with clients in various verticals (residential real estate, capital management, higher education, nonprofit, retail, and hospitality/travel) to create comprehensive marketing objectives and manage deployment of appropriate technology to achieve client goals.
- Develop websites using WordPress and customize themes and features based on client objectives
- Project manage proprietary CMS/CRM integration
- Manage existing websites and update with a focus on SEO, lead conversion, accessibility, responsiveness, and UX
- Manage ongoing IT teams and projects such as server migrations, proprietary software implementation, converting sites to and from WordPress multisite
- Produce content for websites and social media as needed using the Adobe Creative Suite and Final Cut Pro

Digital Marketing Consultant, Waverly Hicks, New York, NY, 4/17 - 4/21

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- Manage Google Ads campaigns for various clients

Marketing Consultant, Transcendent Endeavors, New York, NY, 2/16 - 4/17

- Devised marketing strategies including brand development, public relations, and content for various technology products focused on healthcare
- Built, managed, and updated company and product websites using Webflow, Squarespace, and WordPress
- Designed marketing print and digital material as needed

Digital Marketing Manager, Blink Reaction/FFW, Princeton, NJ, 6/14 - 2/16

- Developed marketing operations to increase brand awareness, lead generation, and presence in the Drupal community including public relations, social media, blog production, Google Adwords campaigns, email campaigns, event sponsorship/coordination, webinars, copywriting, creation and distribution of monthly HTML newsletters and high-quality promotional material conception
- Implemented CRM process using Automatr, Salesforce, and Drupal integration
- Created white papers, case studies, and ebooks to display company capabilities and thought leadership
- Consistent management of blinkreaction.com including consistent testing and new feature implementation based on analytics

Website Administrator, Emily Griffith Technical College, Denver, CO 7/13 - 6/14

- Managed and updated emilygriffith.edu using Drupal to improve user experience based on Google Analytics
- Created HTML newsletters and tracked performance using ActOn for internal and external communication
- Designed graphics for website and social media promotions using Adobe InDesign and Adobe Illustrator
- Improved performance on Facebook, Twitter, LinkedIn and Instagram by an average of 12%

SEO Ghostwriter, Clicks & Clients, Englewood, CO 4/13 - 2/14

- Researched topics pertaining to clients in various industries
- Used targeted keywords to create blog articles in the voice of clients improving SEO
- Published content to websites using WordPress

Marketing & Web Design Director, The University of Oklahoma, Norman, OK 1/10 - 2/13

- Led creative direction of marketing campaigns internationally including conceptualization, copywriting, graphic design, social media, web development, promotional items, and public relations for 12 divisions with varying demographics; all divisions demonstrated increased participation due to marketing efforts
- Implemented content management systems including Django, Adobe Contribute, and CQ5, also provided training for 15 staff members and ongoing technical support
- Negotiated contracts with vendors for large-scale projects to maximize marketing budgets
- Established new marketing tracking processes for various campaigns to determine effectiveness including the use of Google Analytics

Morning Show News Producer, KFOR TV, NBC, Oklahoma City, OK 1/09 - 1/10

- Achieved consistent number one rankings for Oklahoma City market
- Selected all content and video, wrote scripts for two-hour daily newscasts and copy-edited all stories
- Managed staff, assigned responsibilities, and developed stories for reporters
- Booked guests of interest from the local community for live interviews
- Designed graphics for overall appearance of newscasts and added content to station website
- Managed production of live newscasts

6 and 10 p.m. News Producer, KLKN TV, ABC, Lincoln, NE 7/07 - 1/09

- Wrote all news scripts, managed production communication, designed graphics, and edited all linear video for two daily prime time newscasts including AP award-winning show, “Best Newscast”
- Created content for station website
- Managed production of live newscast

EDUCATION

Master of Arts, Economics, The University of Oklahoma

Bachelor of Science, Journalism, Minor in Political Science, The University of Colorado