

## SKILLS

Expert proficiency in PowerPoint and Keynote

Intermediate/ advanced proficiency in the most current versions of the following applications: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Scala, Wordpress, Google Analytics, Microsoft Office (PowerPoint, Word, Excel, Outlook), SharePoint, Adobe Experience Manager (AEM), Dreamweaver, Adobe Acrobat, Apple iWork (Pages, Numbers), Mail Chimp, Constant Contact, Mail Poet, Asana

Working knowledge of the following applications and languages: HTML, CSS, Final Cut Pro, Microsoft Project, Microsoft OneNote

## EDUCATION

**M.F.A., Boston University**

Major: Creative Writing  
GPA: 3.9  
Awarded full academic scholarship, teaching fellowship and editorial internship at university-run literary magazine.

**M.A., Ohio University**

Major: English  
GPA: 4.0  
: Awarded full academic scholarship and teaching fellowship. Led production and design of two literary magazines. Selected for competitive Technology Consultant role in English Department computer classrooms.

**B.F.A., Syracuse University**

Major: Studio Arts  
GPA: 3.5 cum laude  
Awarded Raymond Carver Prize for best group of poems by an undergraduate.  
Recipient of dean's scholarship and art scholarship

## PROFESSIONAL EXPERIENCE

**IT MARKETING COMMUNICATIONS CONSULTANT**, Kaiser Permanente (KP), Foster City, CA (6/2016-present)

- : Develop and edit communications and marketing materials for Infrastructure Group and Business Information Office
- : Write feature articles and communications to internal customers
- : Create and revise web page content, complex forms, calculators and tables in Wordpress
- : Recipient of two Achievement Awards for communication efforts with Executive Business Reviews

**FREELANCE COMMUNICATIONS & DESIGN CONSULTANT (12/05-present)**

- : Advise clients in design and content development of presentations, emails, proposals, white sheets, websites, grant proposals and resumes
- : Clients include artists, students, counselors, consultants, start-ups, venture capitalists and non-profits (Gilead Sciences, Asurion, Matrix Partners, Larcen Consulting, Gryphon Investors, Growth Axis, Wentworth Consulting, and others)

**DIGITAL CONTENT MANAGER**, Visa, Foster City, CA (11/2015-4/2016)

- : News editor for global employee communications intranet, newsletter, and manager of editorial calendar. Fielded communication requests, wrote features, implemented editorial guidelines, edited content, targeted daily articles using SharePoint and Adobe Experience Manager. Coordinated feature stories with social media and blog counterparts to ensure synthesis in messaging and timeliness of delivery
- : Designed graphics in support of all employee communications: digital signage, intranet graphics, emails, print materials, posters and banners, environmental displays, Microsoft Word and PowerPoint documents
- : Produced digital signage in sync with intranet content using Scala (content management system)

**IT COMMUNICATIONS CONSULTANT**, Gilead Sciences, Foster City, CA (4/2015-01/2016)

- : Visualized complex data into infographics using Illustrator, Photoshop and PowerPoint
- : Created internal communications for all things IT in a global biotech company. Produced presentations, executive communications, digital signage, email, intranet, etc. Liaise with senior leadership (CIO, VP) in support of internal communications initiatives
- : Developed internal communication framework for IT Infrastructure Operations (calendars, roadmaps, templates, guidelines, etc.)

**PRESENTATION & COMMUNICATIONS LEAD**, Kaiser Permanente, Oakland, CA (3/2012–6/2015)

- : Supported marketing and IT senior leadership (CMO, CIO, VPs) in delivering internal communications. Developed content and designed presentations using PowerPoint, Photoshop and Illustrator
- : Partnered with digital marketing team in developing Twitter, Facebook and Yelp communications strategies and statistics tracking. Developed reports on new initiatives. Made content recommendations based on qualitative and quantitative research findings
- : Led storytelling process and content development sessions with senior leadership in IT and marketing
- : Analyzed and reported on internal survey metrics, as well as data from external vendors (Brand Strength Monitor, Nielsen, etc.)

**MEDIA / CLIENT SERVICES MANAGER**, The Trium Group, San Francisco, CA (2010-2012)

- : Supported Communications Director in communications and media development for management consulting firm. Produced content for press releases and newsletters. Provided design and editorial expertise in creating client collateral, website updates and marketing deliverables
- : Wrote and designed key internal communications (emails, presentations, etc.) for senior executives at global Fortune 500 companies including Genentech, Eli Lilly, Disney, VM Ware and Symantec

**BRAND DESIGN MANAGER**, Sterling Brands, San Francisco, CA (2006-2010)

- : Designed and produced all brand strategy deliverables: PowerPoint presentations and templates, reports, proposals, signage, white sheets, etc. for a broad range of clients including Yahoo, Google, Microsoft, Levi Strauss, Visa, T Mobile, Yahoo!, ESPN and others
- : Collaborated with marketing strategists to develop naming platforms for diverse client base
- : Managed and trained Multimedia Coordinator and numerous contractors. Maintained project assignment calendar

**SENIOR MARKETING PROJECT MANAGER**, New York Life, Dedham, MA (2004-2006)

- : Managed 10-15 simultaneous print and multimedia design projects in support of sales efforts from creative launch meeting through new business procurement
- : Developed content and designed collateral for client sales presentations, proposals, and vendor communications
- : Awarded merit prize in "Creativity and Innovation" for developing unique sales meeting collateral

**WRITING AND ENGLISH INSTRUCTOR**, Brookline Adult & Community Education (2004-2006), Boston University (2003, 2005), North Carolina Governor's School (2004), Ohio University (2001–2003)

- : Independently developed curriculum and instructed courses in Freshmen Composition, Creative Writing and Literature

**MULTIMEDIA PROJECT MANAGER**, Macromedia, San Francisco, CA (2001)

- : Managed production process, scheduling and delivery of multimedia and web-related design jobs within Creative Services department. Maintained a high-volume departmental schedule and work order database

**PRODUCTION COORDINATOR**, McGraw-Hill, San Francisco, CA (2000-2001)

- : Coordinated hand-off of original content and delivery of final products between numerous editors, printers and manufacturers. Designed covers, labels and templates of textbooks, workbooks, DVDs, videos, tapes and other educational materials