

## KEY SKILLS

### Writing

- Draft and edit pitches, blog posts, public statements and press releases
- Produce social content for clients on Medium, Twitter and LinkedIn including thought leadership pieces, live event coverage and news bulletins
- Build bi-monthly agency newsletter

### Strategy

- Build messaging and positioning decks from scratch to create a brand voice that guides content development
- Plan content creation and publication in collaboration with client timeline for product announcements, new hires, media relation efforts, etc.

### Project Management

- Manage deadlines for content initiatives, delegating to teams of 3-5 people in both SF and NY offices
- Coordination across media relations and design teams, writers and other agency personnel

## PRIOR WORK EXPERIENCE

### Codeword Agency

Jan. 2016 – present

*Jr. Strategist*

### Freelance Dancer

2014 – present

*Ballet Instructor, City Dance Studios*

*Fullstop Dance, Director*

### Contributor

*Stance on Dance, San Francisco*

*Dance Pulp, New York*

## EDUCATION

**University of San Francisco (USF) 2014-2016**

Bachelors of Business Administration, GPA: 4.0

A.A. Berti Undergraduate Award for highest record of scholarship

**San Francisco Conservatory of Dance 2012-2014**

**Northwestern University 2009-2011**

School of Education and Social Policy, GPA: 4.0