

Professional Experience

Content Marketing Specialist

PrestigePEO

02/2022 – 05/2024

- Orchestrate monthly client newsletter from inception to completion, overseeing material collection from directors, crafting compelling messaging, executing distribution through Constant Contact, and creating a web version using WordPress; began as a contributor and progressively assumed project management responsibilities
- Management of monthly prospect newsletter, including topic research, editing rounds, and distribution; began as a contributor and progressively assumed project management responsibilities
- Write long form content blogs, including in-depth competitor research, keyword analysis, and SEO optimization
- Work closely with compliance department to distribute regular compliance alerts
- Generate and disseminate weekly competitor research reports to inform strategic decision-making by directors
- Write daily social media posts and manage social media accounts
- As needed writing projects, including press releases, website bios, sales brochures, one-pagers, ad copy, and various other tasks to meet organizational needs

Marketing Associate & Content Writer

Babylon Dental Care

04/2020 – 02/2022

- Responsible for all writing and messaging including social media posts, press releases, email blasts, oversight and creation of blog posts
- Create weekly email blasts to patients on current promotions
- Research topics using content writing tools and resources, then write blog posts that are targeted to rank well on Google
- Manage email marketing database, analyze campaign performance, and implement changes
- Implemented news alert monitoring to keep company on cutting edge of current news in industry
- Create company profiles to highlight employees and showcase company culture
- Manage website team and ensure updates are made
- Ensure all employees are aware of current marketing promotions by providing regular updates and communication
- Interview team members for human interest stories and promote on social media platforms

Content Writer (part-time)

Brown Consulting

04/2020 – 02/2022

- Work closely with a personal injury firm to market their campaigns
- Manage weekly meetings with the firm and discuss any needs or tasks that need to be fulfilled
- Research topics using content writing tools and resources, then write blog posts that are targeted to rank well on Google
- Write all social media posts and ensure that messaging is current and compelling
- Implemented news alert monitoring to keep firm on cutting edge of current news in industry
- Manage email marketing database and create regular eblasts to clients

Communications Coordinator

Campolo, Middleton & McCormick, LLP

10/2018 – 03/2020

- Innovate, design, and implement modern, professional look across all communication platforms including social media pages, email marketing campaigns, website, printed materials including flyers and reports, business cards, and more
- Responsible for design and creation of logos for many different entities, event series, and social media series
- Create all communications materials including writing blog posts, copy, and coordinating with vendors
- Design and create promotional materials for events including flyers, print and digital event invitations
- Coordinate events including registration, customer interface, set up, take down, and overall management at both onsite and offsite events
- Client facing: welcome guests to events, field questions, offer support and advice, meet with vendors, and represent the company in the best way possible at all times
- Create promotional videos using sound and film clips
- Create annual report including layout, graphics, and design (view the report [here](#))
- Manage email marketing database, analyze campaign performance, and implement changes
- Manage and develop email marketing campaigns as well as redesign to a modern look
- Manage social media accounts: create professional graphics, manage page communication, draft content, and come up with new content ideas
- Manage website including design, creation of new pages, and creative input into a redesigned website
- Implement website updates including text, graphics, and maintaining links

Development & Marketing Assistant

EAC Network

07/2016 – 09/2018

- Run EAC Network fundraising events including logistics, development of new events, managing vendors, securement of prizes and sponsorships, running committee meetings, and supervision at event
- Manage and develop email marketing campaigns
- Identify human interest stories and develop content for blog; manage social media accounts
- Website maintenance including updates and page creation
- Update and print agency-wide materials using graphic design programs; ensure accuracy of all content
- Maintain and update various databases used for tracking constituents, recording donations, and contacts
- Process donations and prepare acknowledgement letters and other correspondence
- Research prospective corporate, foundation, and individual donors
- Submit payment requests and track internal usage of EAC Network collateral
- Represent and promote EAC Network at outreach, business expos, and other events

Editorial Assistant

Oxford University Press

01/2015 – 07/2016

- Served as Assistant to Educational Book Series publisher and ensured that her needs were met
- Processed invoices and contracts using budgetary tracking tools and made sure that vendors were paid
- Pulled sales reports and organized using Excel, and prepared the monthly Overhead report
- Coordinated meetings and made sure that the conference rooms were properly equipped, and took detailed notes which were then summarized into minutes
- Provided calendar management and handled travel arrangements
- Used Concur to manage travel and entertainment expenses
- Analyzed market research and created easy to read documents for internal and external use
- Performed general office duties, including managing FedEx mailings, photocopying, and scanning

Additional Experience

Beaufort Books | Intern (08/2013 – 12/2013)

Intern for TJ Donovan (06/2012 – 09/2012) / Intern for Beth Pearce (09/2012 – 11/2012)

Software Skills

Microsoft Word, Outlook, Excel, PowerPoint, Photoshop, FileMaker Pro, CMS, BW Themis, Citrix, SAP, NePPs2, CoreNet, Concur, Oxford Share, Survey Monkey, Survey Gizmo, Google Drive, Adobe Creative Suite, InDesign, Illustrator, Photoshop, Canva, ProLaw, Camtasia, Eventbrite, Google Analytics, WordPress, Constant Contact, MailChimp, SendInBlue, Careerplug, SEO copywriting, SEO, Salesforce, Prism

Education

University of Vermont

Bachelor of Arts in English Literature with Departmental Honors (2013)