

SUMMARY

Passionate communicator with a drive to create accessible, persuasive, and inclusive written content that makes a difference by using a knack for problem-solving, and an eclectic skill set.

SKILLS

- Copywriting and Copyediting
- Design Tools including Adobe Creative Cloud (InDesign, Photoshop, Illustrator) and Canva
- Layout, Publication, and Distribution of Newsletters
- Webpage Creation and Website Maintenance
- Social Media Strategy and Management
- Internal Communications Strategy and Execution
- Training, Workshop, and Event Management
- Communications Plan Creation and Execution
- Technical Writing, Including for General Audiences
- Photography and Videography
- Plain Language Writing for All Audiences

EXPERIENCE

Personal Goal Pursuit // AUG 2023 - OCT 2024

Freelance + Entrepreneur

A sabbatical to pursue freelance work including creating fine art, writing an anthology, and growing businesses with fellow entrepreneurs.

Marketing Specialist // JULY 2021 - JUNE 2023

Randstad Contractor for Alexandria Health Department

Collaborated in the creation of resources and marketing materials promoting public health goals and COVID-19 awareness for teams across the Alexandria Health Department (AHD).

- > Created timely written content for various platforms and channels including guidance documents, flyers combating misinformation, social media posts, websites, and more.
- > Built templates for new published materials that enable content to be more easily updated going forward.
- > Drafted long term policies for the creation and maintenance of social media channels.
- > Collaborated to write + manage content on city and state webpages breaking down often complex public health recommendations into accessible, actionable guidance.
- > Created and consolidated resources including newsletters, email graphics and text, and social content to create toolkits for partner organizations.
- > Wrote and executed communications plans to promote a variety of public health goals including routine vaccination + testing for COVID-19, Mpox, and STIs.

Consultant // SEPT 2020 - MARCH 2021

Contractor with TorchLight Hire for Freddie Mac

Provided expertise and writing + editing for Freddie Mac's Enterprise Supply Chain Communications and Change Management teams.

- > Wrote + edited educational materials, weekly newsletter

- articles, training resources, and 'explainer' video scripts.
- > Facilitated comprehensive training demos of recently acquired remote collaboration tools.
- > Created SharePoint internal websites and archives.
- > Conducted technical research on internal processes and distilled findings into high-level informational articles.
- > Implemented Microsoft Workflow tools to automate archival and version management of policy documents and intake for change requests.

Communications Specialist + Content

Creator // SEPT 2018 - AUG 2020

Federal Contractor with Weris Inc.

Supported strategic communications efforts for the Defense Travel Management Office (DTMO)—a DoD Human Resources Activity sub-agency—including writing + editing, online presence management, branding, event planning, and research.

- > Wrote internal & external communications including newsletter articles, program fact-sheets, emails to all supported customers, and executive-level memos.
- > Managed + moderated current social media.
- > Activated developer and analytics tools for website optimization and used these in addition to user feedback to craft actionable accessibility and SEO reports.
- > Modernized public-facing website including coded elements; updated content, and improved site navigation.
- > Standardized branding, logos, and imagery for multiple DoD-wide programs.
- > Supported annual conferences including photography, reviewing presentations, and coordinating with partner organizations + stakeholders.

Marketing Manager // MAY 2017 - JAN 2019

Freelance for Keller Williams Realty

Independently headed digital marketing for licensed Realtors in the Hampton Roads area.

- > Created social media content that also served as resources for homebuyers + sellers.
- > Executed direct mail and email campaigns.
- > Promoted events and listing site traffic using Google & Facebook marketing tools.

EDUCATION

Virginia Commonwealth University // MAY 2017

Richard T. Robertson School of Media & Culture Bachelor of Science in Mass Communications with a Concentration in Creative Advertising

PROJECTS

Illustration

Drew and hand lettered original comics, logo art, custom fonts, and more.

Video Production

Produced short films in varying styles from conception to completion including storyboarding, script writing, voiceover narration, shooting & editing.