

Summary

Creative web and digital strategist with over nine years experience:

- Excellent communicator, at home working on the web and with digital platforms.
- Proven project manager, able to bring a concept to life.
- Capable of delivering sound strategies that build loyalty and encourage action.
- Team-oriented leader with experience managing on-site and virtual staff and vendors.

Employment History

Burrell Communications, Digital Content Manager

08/09 to Present

Responsible for all content and online promotions for American Airlines multicultural travel website.

- Launched site within client expectations; **attracted over 200,000 visitors in first four months.**
- **Manage all video production**, including developing budgets, reconciling expenses and research.
- **Hire and manage** writers across the world. **As part of this project, developed database of over 200 multicultural bloggers.**
- **Develop original site content**, write blog entries and manage social networks. Design and manage Facebook and Twitter ad campaigns and promotions.
- **Work with vendor** on all site technical and design upgrades.

Various Clients, Marketing and Web Consultants

01/08 to 08/09

- **Adoption Learning Partners.** Worked with web and marketing teams to launch new website and online community. Wrote new content, developed and implemented SEO plan and established content sharing relationship with *Adoptive Families* magazine and Adoption Today online radio show.
- **African Festival of the Arts.** Designed and programmed the Festival's 2008 and 2009 websites, which received 650,000 unique visitors in a one month period.
- **Let's Talk, Let's Test Foundation.** Launched a new, user friendly website, **increasing site traffic by 300%.**

Judge Mathis Foundation, Writer and Web Editor

04/05 to 08/09

- Ghost wrote Judge Mathis' weekly social justice column, which **appears in 20 newspapers across the country.**
- **Led redesign** of askjudgemathis.net, implemented social media strategy and updated site as needed.

Community Renewal Society, Director, Marketing and Communications

11/05 to 12/07

Responsible for the marketing, communications, advertising, community outreach and audience development functions for the organization. Managed team of 3, 4 outside vendors and an annual budget of \$200,000.

- Successfully **managed the redesign and launch** of three organizational websites. **Quadrupled traffic to parent organization website** within a three month period by strategically using e-communications.
- Conceived and launched the organization's 35 under 35, a multi-level initiative an event and social networking site designed to attract younger audiences to the organization. **Target audience participation increased 42 percent** just six months after launch.

Sonnenschein, Nath & Rosenthal, Communications Coordinator

04/04 to 04/05

Managed firm-wide web content. Launched interactive web spaces for the Environmental, Health Care and Venture Capital, practice groups. Created the firm's online Media Center.

B2P Commerce, Marketing Manager

09/03 to 02/04

Coordinated all on- and off-line marketing functions for this now defunct start up.

Joyce Foundation, Communications Assistant

06/01 to 09/03

Launched the Foundation's redesigned website; creating new content areas – site **traffic increased 33 percent after launch.** Managed editorial relationships with several content partners. Served as the newsletter's assistant editor.

American Dietetic Association, Web Content Editor

06/00 to 06/01

Managed content for www.eatright.org, serving 70,000 unique visitors per month. Served as liaison between organization and content partner www.webmd.com, submitting story ideas and editing writer's work.

Software/Technical Skills

Proficient in a variety of software, social networking platforms and programming languages:

Microsoft Office Suite
Adobe Creative Suite

HTML, CSS
PHP (intermediate)

Wordpress, Drupal
Collage, RedDot

Facebook, Twitter
YouTube, LinkedIn

Education

Masters in Integrated Marketing Communications

ROOSEVELT UNIVERSITY, Chicago, IL

Bachelors in Journalism

COLUMBIA COLLEGE CHICAGO, Chicago, IL

Awards

- 2008 Association for Women in Communications **Clarion Award** – new website
- 2008 Communicator **Silver Award** of Distinction – nonprofit annual report
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- 2008 Publicity Club of Chicago **Golden Trumpet** - non-profit annual report
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