



EDUCATION

Quinnipiac University, School of Communications, Hamden, CT
Master of Science • Interactive Media, Production
May 2014

Georgetown University, Georgetown College, Washington, DC
Bachelor of Arts • English / / Minors • Studio Art, Theology
December 2011

CREC Greater Hartford Academy of the Arts, Hartford, CT
Certificate of Completion • Creative Writing Department
2007

EXPERIENCE

AIGA Connecticut

Vice President & Communications Director
October 2013 - present

- Facilitate intra-company communications by implementing and maintaining Slack and relevant integrations
- Maintain website via WordPress CMS and its media library, eTouches event management software, and necessary hand coding
- Write copy used on website and in email and campaigns
- Create and deploy HTML email campaigns via MailChimp
- Develop and execute social strategy and content across Twitter, Facebook, and Instagram; schedule content via Hootsuite; develop PPC advertising and custom audiences on Facebook
- Track performance metrics for email, social, and web content
- Coordinate with Communications Chair, Programming Director, and Operations Manager to ensure the timely publication of events
- Configure and monitor event registration; report on profits
- Amplify national initiatives

Freelance

Principal
June 2015 - present

- Create graphics and print assets including posters, stationery, invitations, buttons, and web banners
- Configure WordPress on behalf of clients; develop and deploy custom child themes to suit client needs
- Manage Drupal web content
- Edit and write copy; proofread

- Develop HTML email campaigns via Constant Contact
- Perform SEO analyses and implement recommended improvements

CREC Greater Hartford Academy of the Arts, Hartford, CT

Core Faculty • Creative Writing & Media Arts

August 2013 - June 2016

- Independently developed all curricula and materials for courses in animation, graphic and web design, poetry (metric and free verse), journalism, and blogging
- Created comprehensive online content and submission portals in Schoology; automated learning processes
- Used PowerSchool daily to track and engage parents with student performance
- Maintained strong presence on Remind to promote student success and allow students direct communication
- Laid out, printed, and distributed school newspaper
- Created multimedia presentations and edited video for school-wide showcases

Peace Corps Headquarters, Department of Communications, Washington, DC

Web Intern

Summer 2010

- Hand coded XML files on Corps YouTube channel to make content accessible to hearing-impaired
- Ensured currency of content and updated with new announcements or volunteer stories
- Created a more dynamic user experience by replacing lengthy HTML with more efficient CSS or Javascript
- Researched and organized multimedia material for pop culture segment of anniversary project

TECHNICAL, LANGUAGE, AND SOFTWARE SKILLS

- Microsoft Office: Word, Excel, Powerpoint
- Google Apps: Docs, Slides, Sheets, Calendar, Drive
- Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign, Premiere Pro, Animate
- Communications software: MailChimp, eTouches, Slack, Basecamp, Hootsuite
- Education software: Schoology, PowerSchool, Remind
- Content management systems: WordPress, Drupal, Joomla
- Development frameworks: Bootstrap
- Programming languages: Advanced HTML, CSS, strong Action Script 3 and PHP, working Javascript and jQuery
- Advanced knowledge of current web technologies, experience with developing child themes
- Excellent oral and written communication skills; advanced knowledge of grammar
- Ability to interpret and translate technical jargon into conversational language
- Ability to learn and effectively utilize new software quickly

PROFESSIONAL DEVELOPMENT

- AIGA Leadership Retreat: 2015, 2017
- IBM Design Thinking Workshop: 2017