

An award-winning multi-platform content creator. I've written about topics from robots and traveling to the military, all in a single day.

Content Expertise

- Web content
- Blog posts
- Social Media
- White papers
- Downloadable pieces (E-guides & checklists)
- Email nurture campaigns
- Sales collateral
- Landing pages
- Creative assets
- Copy writing

Journalism/Editorial Expertise

- Agency/Content-marketing
- Thought leadership
- Editorial calendar development
- Consumer publications (*The Atlantic, The New York Times, Entrepreneur Magazine, American Way Magazine, NBC News*)

Related Skills

- iContact
- MailChimp
- Constant Contact
- Wordpress
- Pivotal Tracker
- BaseCamp
- Webflow

FRONTSTEPS Content Manager (May, 2017 - Present)

Responsible for developing and creating compelling content for the rebrand of FRONTSTEPS and its family of Homeowners Association software products

- Tell the FRONTSTEPS story in a friendly, inviting, and human way to a global audience using SEO best practices
- Build content marketing pieces to accelerate growth, increase brand awareness and support company goals
- Multi-platform writer: marketing emails, white papers, eGuides, thought leadership pieces, website, sales collateral, blog posts, and presentations for internal and external stakeholders
- Develop, implement, and distribute collaborative social media (LinkedIn, Facebook, Twitter) and content marketing calendar, using unique narratives
- Own webinars for team from concept to promotion to execution
- Initiated internal communications platform including employee-focused pieces and bi-monthly newsletter
- Manage and execute multiple conference sponsorships, presence, and attendance including social media and content, swag, giveaways, keynote presentations, and logistics

BLUE STAR FAMILIES Managing Editor (2009 - 2015)

Managed, wrote, and edited all content platforms: blog, website content, newsletters, internal communication, and social media for military family focused national non-profit organization

- Worked with communications team to develop messaging and branding for new BSF programs and initiatives and create engaging content strategy in support of BSF programs, membership and resources
- Identify emerging technology, mobile, and social media platforms and to develop a national BSF presence where needed; optimized pages for SEO and coordinate contributors

Education

- 2003 Master's of Arts in Rhetoric and Composition, Arizona State University
- 1996 Bachelor of Arts in Communication, University of Dayton

FREELANCE CONTENT CREATOR (2005 - present)

Write editorial pieces for consumer and trade magazines, newspapers, and e-newsletters. Develop content (digital and print) for websites, e-newsletters, corporate blogs, web collateral, annual reports and other business profiles

- Consumer-publication/web credits: The Atlantic, The New York Times, Entrepreneur Magazine, American Way Magazine, NBC News, University of Dayton Alumni Magazine, Arizona State University Alumni Magazine, Costco Connection, CNN, Inc.com, Runner's World Magazine, USAA, Forbes, Thrive Magazine, Good Neighbor Magazine
- Agency/Content-marketing clients: Imagination, Pace Communications, Madden Media, GLC, Skyword
- Write annual report and website vignettes for enterprise clients including the Institute for Veterans and Military Families and The Bob Woodruff Foundation
- Research, write and edit content for Vets.gov using plain language standards to communicate effectively with a diverse audience of 21.8 million Veterans, Servicemembers, and military family members

