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## ***Process-focused leader featured in Forbes***

*with a proven track record of producing impactful content and complex, multi-channel campaigns.*

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**Specialties:** Marketing & Content Project Management, Editorial & Creative Direction, Website Content Development & Production, Mobile App Development, Newsletter Production, Email Production, Print Production, Video Production, Paid Social Media Production, Talent Casting, Estimate Procurement, Quality Assurance, Creative Resourcing, Vendor Relationship Management, Risk Management, Budgeting, SEO Copywriting, SEO Strategy, Content Strategy, Data Analytics, Scriptwriting

**Technical Skills:** Workfront, SharePoint, Smartsheet, Brandfolder, Salesforce, Asana, Jira, Trello, Slack, Zoom, Basecamp, BrightEdge, Meta Business Suite, Meta Ads Manager, Google Workspace, Google Ads, Google Analytics, Microsoft Word, Microsoft Excel, Microsoft Teams, Microsoft Outlook, Microsoft PowerPoint, Dropbox, Canva, Figma, Hubspot

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## **PROFESSIONAL EXPERIENCE**

### **Portland General Electric | PDX | Content & Marketing Producer [2024-Present]**

- Successfully produced monthly print/digital newsletters and drove the content strategy while prioritizing A/B testing and audience segmentation for tailored messaging.
- Launched PGE's first blog and established a new standard of storytelling which resulted in a 30% CTR on blog page links and 60% increase in page scroll depth in comparison to the rest of PGE's website.
- Provided concise creative and editorial feedback to the writer and designers that optimized newsletter and blog engagement.
- Directed the tracking and reporting of newsletter/blog engagement metrics and delivered data-driven recommendations and insights that significantly increased customer satisfaction by 3 points.
- Pioneered new processes for newsletter and blog production to improve their ease of execution, including creating a new pipeline for identifying relevant stories within the company.
- Managed the production of several animated educational videos and paid media ad units.
- Seamlessly led complex multi-channel content initiatives with a large group of stakeholders.
- Collaborated with marketing and partner teams to assess client needs, determined appropriate deliverables and timeframes, decided the time needed for each task and worked with the communications team to optimize work breakdown structures.
- Coordinated with internal staff and vendors (e.g., graphic designers, art directors, copywriters, photographers and printers) to produce pivotal print and digital marketing materials.
- Consistently used analytical thinking and creative leadership skills to solve practical problems and to deal with a variety of concrete variables in situations where only limited standardization existed.
- Ensured deliverables were on time and within budget; prioritized tasks; made sure projects conformed to PGE's strategic direction, products, processes, customers and overall marketplace.
- Managed vendor relationships for the PGE+ Marketplace to develop automated email sequences and paid media ad campaigns.
- Provided proofing and quality assurance expertise on all of PGE's marketing and content materials.

### **CLEAResult | ATX | Agile Content Project Manager + Senior Copywriter [2021-2024]**

- Directed a cross-functional team to produce key digital marketing assets aimed at increasing brand awareness, including corporate sustainability reports, social media content, top-performing YouTube videos, client case studies, clean energy guides and more.
- Leveraged expertise to brand B2B paid media ad units and craft webpages for government-led clean energy programs and initiatives.
- Concepted and produced thought leadership content—e.g., CEO blog posts, company-wide emails, technology product press releases, a glossary of clean energy terms and B2B C-suite newsletters.
- Oversaw the development of digital content about Inflation Reduction Act policies and trending clean energy technology topics, driving a 5% increase in website traffic.
- Pioneered content strategy for CLEAResult's large suite of technology products and SaaS products for utilities and state energy offices.
- Strategically synthesized and integrated the services of several newly acquired technology companies into CLEAResult's current offerings and services to evolve their competitive edge.
- Owned the vision, strategy and content for CLEAResult.com as well as successfully led their quarterly website rebranding initiative, enhancing team efficiency and the quality of creative work.

### **Semi Stay-at-Home Mom [2017-2021]**

- Intentionally took time off to focus on my two sons in their early infancy while pursuing two business ventures that are detailed later in my resume.

### **T3 | ATX | Senior Copywriter [2016-2017]**

#### **Clients: Capital One and UPS**

- Spearheaded the groundbreaking "Define Your Dream" B2B social media campaign for Capital One—concepting and producing a multi-faceted marketing initiative that featured short video documentaries on passionate small business owners which garnered recognition by Adweek.

- Successfully oversaw B2B social media content for Capital One, in addition to consumer-facing social media content for their Venture and Quicksilver cards.
- Directed the visionary development of the #CapitalOneHouse during SXSW, orchestrating unforgettable performances by renowned artists such as Common and the Dave Matthews Band at the iconic Austin music venue, Antone's.
  - This experiential activation garnered widespread acclaim and positioned Capital One as a cultural trailblazer at one of the world's premier festivals.
- Acted as the lead copywriter for UPS's annual "Wishes Delivered" digital marketing campaign which granted the much-needed wishes of several customers and raised \$500K in charity donations.
  - Concepted, planned and executed the intricate mechanics of delivering heartfelt "wishes" to deserving UPS customers on camera.
  - Traveled across the US to different filming locations to facilitate on-site production logistics.
  - Crafted engaging social post copy and long-form webpage copy to bring the details of each delivered wish to life.

#### **BBDO Worldwide | NYC | Senior Copywriter [2015-2016]**

**Clients:** *Tamiflu, Genentech and [Orencia](#)*

- Wrote and produced three TV commercials for Orencia from conception to completion.
- Delivered integrated multi-channel campaign concepts and manifestos for new healthcare business pitches, and led content development for healthcare brochures and in-office displays.

#### **Grey Advertising | NYC | Copywriter [2013-2015]**

**Clients:** *[Hasbro](#), [Volvo](#), [Pandora](#), [Bumble Bee Tuna](#), [3M Filtrete Air Filters](#), [T.J. Maxx](#) and [Red Lobster](#)*

- Concepted and produced fully integrated advertising campaigns for a large range of clients in addition to helping Grey win Pandora with the campaign "The Art of You."
- Wrote Bumble Bee Tuna's first commercial in 30 years and collaborated with a NYC music studio to produce its catchy new jingle, then traveled to Uruguay to facilitate the filming and casting logistics.

#### **Atmosphere Proximity | NYC | Copywriter [2012-2013]**

**Clients:** *Hewlett Packard and Above the Influence*

- Crafted paid media ad units to rebrand HP's online presence and delivered creative digital concepts for educating teens about drug abuse.

#### **Ogilvy and Mather | NYC | Copywriter [2010-2012]**

**Clients:** *Kotex, [IKEA](#), [Siemens](#), [BP](#), [Citizens Bank](#), [Dove](#), [Metlife](#), [IBM](#), [Cisco](#), [TD Ameritrade](#), [Colorado Technical University](#) and [BlackRock Financial Group](#)*

- Successfully concepted and produced creative assets for integrated campaigns, including a digital billboard in Times Square, TV commercial scripts, webisode scripts, paid media ad units, social media content, Facebook app UX copy, webpage copy and more.
- My digital campaign for Siemens won a FWA award.

### **BUSINESS VENTURES**

#### **LaLa Park, Event Venue + Honey Farm | Wimberley, TX | Co-Owner [2016-2025]**

- Sourced, vetted and directed a team of contractors to transform a rundown country lodge into a thriving event venue, [filming location](#) and honey farm operation—achieving a consistent annual revenue surpassing six figures.
- Pioneered the establishment of essential operational frameworks, including business licensing, invoicing systems and online booking platforms while fostering strategic partnerships with local businesses, vendors and film location scouts.
- Implemented targeted Meta Business Suite/Google advertising campaigns with A/B testing, driving significant increases in website traffic and bolstering LaLa Park's online presence as a premier event destination.

#### **Her Royal Hempress, CBD Wellness Brand | Wimberley, TX | Founder [2020-2022]**

- Led and motivated a team of marketing professionals to launch Her Royal Hempress—an indie beauty e-commerce venture that swiftly garnered industry acclaim in prestigious publications, including [Forbes](#), [Outside Mag](#) and [Rolling Stone](#).
- Architected the brand's inception from ground zero, crafting every facet of its GTM strategy to create a cohesive brand narrative that captivated consumers with its mission to protect pollinators.
- Leveraged expertise in creative project management tools to streamline processes, including the successful implementation of dynamic social media marketing campaigns and rigorous A/B testing methodologies for paid media ad units.

### **EDUCATION/CERTIFICATION**

**Google:** Foundations of Project Management

**Google:** Project Initiation: Starting a Successful Project

**Google:** Prepare Data for Exploration

**Google:** Ask Questions to Make Data-Driven Decisions

**Scrum Alliance:** Certified ScrumMaster® (CSM®)

**Virginia Commonwealth University, The Brandcenter:** M.Sc. in Mass Communications, Creative Technology

**Google:** Project Planning: Putting It All Together

**Google:** Project Execution: Running the Project

**Google:** Foundations: Data, Data, Everywhere

**UC, Davis:** Google SEO Fundamentals Certification

**UC, San Diego:** B.A. in History