

## Skills and Proficiencies

- Excellent grammar and proofreading skills
- Superior event planning and promotion skills
- Superior research and analysis skills
- Superior social media monitoring and SEO
- Proficient in Web and graphic design
- Basics of audio, photo and video editing
- **PR tools:** Cision; Meltwater; MailChimp; Eventbrite; Associated Press style; Mac iOS; Microsoft Office (Word, Excel, PowerPoint and Outlook); Google Workspace, Zoom
- **Design:** Adobe Creative Suite (Premiere, Photoshop and InDesign); iMovie; Canva
- **Social media:** Twitter, Instagram, Facebook, LinkedIn and TikTok; Management tools Hootsuite, Sprout Social, Social News Desk; Google Analytics for Beginners certificate
- **Content management systems:** Wordpress, Movable Type and Blox

## Related Work and Project History

- Senior Account Executive** *Red Havas (Havas Health & You), Pittsburgh, PA* June 2021 – present
- Collaborate to build and execute communications plans for client accounts such as *Merck Life Sciences, Project HOPE and Gout Education Society* as well as agency external relations, focusing on written assets and media relations with 12 major placements in 2021 and 19 major placements in 2022 in trade and mainstream outlets.
  - Serve as co-lead for bimonthly Future Leaders Forum volunteering to organize and facilitate feedback between agency CEO and 30 junior team members.
  - Earned IncREDible Work Award in August 2021 for “thorough and thoughtful” work “immediately ready for clients’ eyes” and in December 2022 for thought leadership.
- Instructor** *Point Park University, Pittsburgh, PA* August 2020 – December 2020
- Taught Introduction to Journalistic Writing and Editing (JOUR 150) to 13 students in hyflex format (in-person lecture with synchronous video-streaming).
- Communications Intern** *Mindful Kreative, Pittsburgh, PA* May 2020 – November 2020
- Contributed to client relations; wrote and edited internal and external communications content incorporating each client’s goals and voice.
- Public Relations Intern** *Carnegie Mellon’s Tepper School of Business, Pittsburgh, PA* May 2019 – February 2020
- Developed social media strategies for the marketing department; grew average Twitter engagement by 80%; tracked and recorded results for social media KPIs; supported team with social media content; wrote web articles; drafted quotes for faculty; compiled media monitoring reports; attended events for social media reporting.
- Freelance Writer, Editor and Event Planner** *Various clients* August 2018 – present
- Pitched and delivered feature stories for clients such as [Carnegie Mellon University’s School of Computer Science](#), [Edinboro University](#), [Allegheny County Airport Authority](#), [Trib Total Media](#) and [Pittsburgh Business Times](#); worked with staff writing and editing multi-week projects at [Pittsburgh magazine](#) and [WOED-TV](#).
- Graduate Assistant** *Center for Media Innovation at Point Park University, Pittsburgh, PA* August 2018 – May 2021
- Managed and mentored student workers; developed social media content, including 18% Facebook and 63% Twitter follower increases; conceptualized, designed and compiled monthly email newsletter with an average 28% open rate; presented educational student workshops on journalism (20 sessions given).
  - Planned, promoted and hosted engaging events for different constituent groups, including biannual high-school conference with 250 attendees.
- Digital Producer** *Pittsburgh Business Times, Pittsburgh, PA* September 2017 – August 2018
- Edited twice-daily email newsletters; led team pitch meetings; managed social media; created Facebook Live series; wrote and edited quick turnaround news stories.
- Copy Editor** *Calkins Media, Beaver, PA* November 2015 – September 2017
- Designed platform-specific content for social media accounts, including 32% follower increase in revived Instagram account.
  - Proofread and created page layouts; ensured accurate and timely production; edited and wrote stories; collaborated in a fast-paced environment on strategic projects.
- Staff Reporter** *Trib Total Media, Greensburg, PA* January 2010 – November 2015
- Conducted research and interviews for daily newspaper stories; interacted with the public, contributed to weekly sections; served as weekly editions’ acting editor.

## Education

**Point Park University**, Pittsburgh, PA  
August 2018 – April 2021

Master of Arts in Media Communication (PR and Ad Mgmt) &  
Master of Business Administration (concurrent), 3.87 GPA

- Chosen for [Student Spotlight](#) (June 2020)

**Penn State University**, University Park, PA  
May 2006 – December 2009

Bachelor of Arts in Journalism,  
Minors in Sociology and Women’s Studies, 3.86 GPA (magna cum laude)

- Semester At Sea (Spring 2009); Chautauqua Institution internship (Summer 2009)

## Selected Awards, Appointments & Affiliations

- **Renaissance Rising Star Award**, *PRSA Pittsburgh* (January 2020)
  - Selected as young professional with outstanding potential
- **Communications Chair**, *PRSA Pittsburgh* (2022)
  - Lead five-person team; collaborate with fellow board members
  - Earned [Certificate in Principles of Public Relations](#) in January 2022
- **Community Partner Award**, *Mon Valley Initiative* (Oct. 2019)
  - Recognized for leadership of West Newton Avenue of Flags
- **Keystone Multimedia Workshop Participant**, (June 2019)
- **President**, *Point Park Graduate Student Assoc.* (Sept. 2019 – May 2021)
  - Selected as 2021 [Outstanding New Student Organization](#)
- **President**, *Women’s Press Club of Pittsburgh* (Sept. 2014 – Feb. 2021)
  - Led board to plan and promote 10-12 networking events per year
- **Co-Chairperson**, *West Newton Avenue of Flags* (April 2012 – present)
  - Oversee about 100 volunteers; maintain Facebook page with reach up to 6,300 people; earn media coverage for annual display of 354 flags to honor veterans
- **Haunt Actor**, *ScareHouse* (2017 – present, seasonal)