

Skills and Proficiencies

- Excellent writing and editing abilities
- 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 photography and videography
- **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

- Contribute strategic and critical thinking to business-to-business, technical and/or health accounts as well as mentor, supervise and develop PR skills for junior staff, fellows and interns.

Instructor *Point Park University, Pittsburgh, PA*

August 2020 – December 2020

- Taught Introduction to Journalistic Writing and Editing (JOUR 150), which covered news determinants, proper attribution, story forms, research skills, AP style and grammar basics; led 13 students during Fall 2020 semester in hyflex format (in-person lecture with synchronous video-streaming).
- “She really communicates to the students like adults and treats us all with respect as if we are in a newsroom already. She was incredibly flexible in being able to answer questions and work with students to create the best level of work.” — Student feedback from anonymous course evaluation.

Freelance Writer, Editor and Event Planner *Various clients*

August 2018 – June 2021

- Pitched and delivered written public relations content for clients such as the *Allegheny County Airport Authority*, *Edinboro University* and *Mattingly Solutions* consulting firm as well as journalistic content for *Trib Total Media*, *The Incline* and *Pittsburgh Business Times* using attention to detail, project coordination and writing skills.
- Provided research, editing and creative strategy ideas to contracted multi-week projects for *Pittsburgh* magazine and *WQED-TV*.

Graduate Assistant *Center for Media Innovation at Point Park University, Pittsburgh, PA*

August 2018 – May 2021

- Manage, write, design and publish social media content in line with center’s goals and message; 18% Facebook and 63% Twitter follower increases.
- Conceptualize, design and compile monthly email newsletter with an average 28% open rate after a year’s worth of editions.
- Train and mentor junior team members and student workers; present educational student workshops on journalism (20 sessions given).
- Plan, promote and host engaging events for different constituent groups, including biannual high-school conference with 250 attendees.

Communications Intern *Mindful Kreative, Pittsburgh, PA*

May 2020 – November 2020

- Developed social media content and calendars, including creative design for 14-16 graphics per month, incorporating each clients’ goals and voice.
- Wrote and edited internal and external communications content such as media pitches and press releases for multiple clients simultaneously.
- Retained into fall on freelance basis from summer-long position after demonstrating professional, timely and creative work.
- Contributed to client relations, development and implementation of brand visibility and awareness, budgets and project management timelines.

Public Relations Intern *Carnegie Mellon’s Tepper School of Business, Pittsburgh, PA*

May 2019 – February 2020

- Developed social media strategies for the marketing department while monitoring community conversation; grew average Twitter engagement by 80%; tracked and recorded results for social media KPIs; supported team with social media content using understanding of digital and traditional marketing best practices.
- Wrote web articles and secured content; drafted quotes for faculty; compiled media monitoring reports; attended events for reporting.

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 study abroad (Spring 2009)

Selected Awards, Appointments & Affiliations

- [Renaissance Rising Star Award](#), *PRSA Pittsburgh* (January 2020)
 - Selected as young professional with outstanding potential
- [Web Content Manager](#), *PRSA Pittsburgh* (2020 – present)
 - Manage and edit content and design of website, Eventbrite listings & blog
 - Collaborate with fellow board members on chapter leadership & programming
- [Community Partner Award](#), *Mon Valley Initiative* (October 2019)
 - Recognized for leadership of West Newton Avenue of Flags
- [Keystone Multimedia Workshop Participant](#), (June 2019)
- [President](#), *Point Park Graduate Student Ass’n* (Sept. 2019 – May 2021)
 - Selected as 2021 [Outstanding New Student Organization](#)
- [President](#), *Women’s Press Club of Pittsburgh* (September 2014 – present)
 - Lead 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 \(Zombie Pickle\)](#), *ScareHouse* (2017 – present)