

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

Freelance Writer and Editor *Various clients*

August 2018 – present

- Pitched and delivered feature stories for (examples at links) [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](#).

Copy Desk Chief *Chautauquan Daily (Chautauqua Institution), Chautauqua, NY*

June 2023 – August 2023

- Read and edited copy for a 12- to 32-page broadsheet newspaper six days per week for nine weeks working closely with editors; [wrote at least one feature story](#) per week.
- Closely mentored copy editing intern while also teaching and mentoring nine reporting interns giving guidance on clarity, grammar, accuracy, AP style and house style.

Senior Account Executive *Red Havas (Havas Health & You), Pittsburgh, PA*

June 2021 – April 2023

- 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.

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)

- Chautauqua Daily reporting internship (Summer 2009); Semester At Sea (Spring 2009); Trib Total Media reporting internship (Summer 2008)

Selected Awards, Appointments & Affiliations

- [Renaissance Rising Star Award](#), *PRSA Pittsburgh* (January 2020)
- [Communications Chair](#), *PRSA Pittsburgh* (2022)
 - Led five-person team; collaborated with fellow board members
- [President](#), *Women’s Press Club of Pittsburgh* (Sept. 2014 – Feb. 2021)
 - Led board to plan and promote 10-12 networking events per year
- [President](#), *Point Park Graduate Student Assoc.* (Sept. 2019 – May 2021)
 - Selected as 2021 [Outstanding New Student Organization](#)
- [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 385 flags to honor veterans
 - Recognized with [2019 Mon Valley Initiative Community Partner Award](#)
- [Haunt Actor](#), *ScareHouse* (2017 – present, seasonal)
 - Promoted to Show Coordinator (2022) managing and leading actors as needed