

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

Writer *University Carnegie Mellon University Communications and Marketing, Pittsburgh, PA* November 2023 – present

- Write and edit feature stories, student and faculty profiles and other content elements to raise the visibility, reputation and societal impact of the university.

Copy Desk Chief *Chautauquan Daily (Chautauqua Institution), Chautauqua, NY* June 2023 – August 2023

- Closely mentored one copy editing intern and nine reporting interns, while also reporting and writing one to two stories per week, in addition to reading and editing all copy for a 12- to 32-page broadsheet newspaper using knowledge of Associated Press style, grammar, syntax 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 December 2022 for thought leadership.

Adjunct Faculty Instructor *Point Park University, Pittsburgh, PA* Fall 2020, Fall 2023, Fall 2024

- Taught Introduction to Journalistic Writing and Editing (JOUR 150) to 13 students for Fall 2020, Public Affairs Reporting (JOUR 406) for Fall 2023, and Diversity in Communications (JOUR 420) for Fall 2023 and Fall 2024 using Canvas Learning Management System, planning lessons, inviting guest speakers and assessing mastery.

Freelance Writer and Editor *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); *Chautauquan Daily* intern (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 385 flags to honor veterans
- [Haunt Actor](#), *ScareHouse* (2017 – present, seasonal)