

PROFESSIONAL EXPERIENCE

- 2060 DIGITAL** | Digital Coordinator – Cincinnati, OH May 2015 – Present
Building websites on a team of four utilizing agile approach, for over 30 clients using the WordPress plugin Beaver Builder and HTML. Leading client trainings and communicating with clients after their website launches. Planning, tracking and implementing Google Adwords campaigns to target audience through keywords and audience affinity. Creating monthly content for over 20 national clients. Analyzing clients' page growth on social networks. Developing scripts for clients' promotional videos. Implementing ideas for client contesting, application development, and page graphics. Design template websites for clients.
- GET NOTICED, GET FOUND** | Copywriter Intern – Cincinnati, OH December 2014 – May 2015
Worked as an active member of a seven-person content team. Wrote 20-30 pieces of industry and local website content using SEO analytics to provide relevant and newsworthy blogs, landing pages, FAQ pages and content that connected the audience to our client.
- MIAMI UNIVERSITY CAREER SERVICES** | Social Media Intern – Oxford, OH August 2013 – May 2015
Developed and deployed social media strategies for Facebook and Twitter based on user demographics to engage with students and encourage them to visit Career Services. Created and delivered a month's worth of content through social media distribution system. Reported monthly on analytics, strengths and weaknesses.
- 2060 DIGITAL** | Social and Digital Intern – Cincinnati, OH June 2014 – December 2014
Monitored and analyzed social media analytics for businesses using Facebook Insights. Conducted usability interviews with clients and reviewed social media trends.
- CINCINNATI BENGALS** | Game Day Operations Intern – Cincinnati, OH August 2014 – December 2014
Anticipated and resolved potential game day problems for fans ensuring customer satisfaction every game.
- CINCINNATI ART MUSEUM** | Marketing and PR – Cincinnati, OH June 2014 – August 2014
Wrote press releases for upcoming exhibitions and events. Established a database of over 500 national and regional media contacts. Collected feedback from monthly event, Art After Dark.

CLIENT EXPERIENCE

- INSIDE HOLLYWOOD** | Hollywood, CA January 2015
Gained exposure in the production of on-air promotional spots for original episodic programming and movies. Interacted with industry professionals to learn the inner working of the entertainment industry. Engaged in the on-set production of the television dramas NCIS and NCIS: LA.
- AMANA REBRAND** | Interactive Media Studies Fall 2014
Researched and analyzed competitor brands in an attempt to broaden audience to millennials. Conducted multiple interviews with the desired target audience. Wrote content reporting throughout the semester.
- WRITING AT MIAMI** | Professional Writing Capstone Spring 2014
Created a brochure that was distributed to 25K+ people (incoming freshmen, prospective students, current students, and family members). Collected content through interviews with alumni, current students, and notable writers, including Wil Haygood. Served as design leader.
- LA SCILLA** | Marketing Summer 2013
Designed a marketing campaign for La Scilla's peanut butter in the United Kingdom. Created video report for client that included team's ideation process.

EDUCATION

MIAMI UNIVERSITY, Oxford, OH
Major: Professional Writing
Co-Major: Interactive Media Studies
GPA: 3.48/4.0
Bachelor of Arts, May 2015

SKILLS

Photoshop | InDesign | Illustrator | Premiere
Social Media | Hootsuite | Hubspot | Prezi
Wordpress | HTML | Usability Testing | BeaverBuilder
Google SEO | Google Adwords | Google