

## SKILLS

Digital Marketing  
Copywriting  
AP Style

Blogging  
Copy Editing  
Project Management

Data Analysis  
Adobe Illustrator  
Microsoft Office

Basic HTML Coding  
Marketing Communications  
Content Management Systems

## RELEVANT EXPERIENCE

### Manager of Editorial Content, MECLABS Institute

JANUARY 2015 – PRESENT

- Manages site updates and works with Development on improvements of MECLABS.com
- Writes blog posts on marketing and online testing for MarketingSherpa and MarketingExperiments
- Manages copy editor and relationship with freelancer, as well as content edited articles
- Worked with speaker from Microsoft Store on presentation for Email Summit 2015 and moderated session
- Managed MECLABS' Twitter accounts during Email Summit 2015

### Manager of Partnership Content, MECLABS Institute

JUNE 2014 – JANUARY 2015

- Analyzed online tests and wrote executive articles on customer insights for several clients
- Developed process plans and Excel databases for newly created Partnership Content team
- Continued to manage the MECLABS Quarterly Research Digest and freelancer

### Manager of Editorial Content, MECLABS Institute

DECEMBER 2013 – JUNE 2014

- Analyzed 20+ online tests for transferable insights and wrote executive report on findings for a Fortune 50 client
- Continued to manage the MECLABS Quarterly Research Digest
- Managed copy editor and relationship with freelancer, as well as content edited articles for the Digest
- Wrote blog posts for MarketingSherpa and MarketingExperiments
- Worked with American Express speaker on presentation for Web Optimization Summit 2014 and moderated session
- Managed MECLABS' Twitter accounts during Web Optimization Summit 2014

### Reporter, MECLABS Institute

JANUARY 2013 – DECEMBER 2013

- Developed and managed the content aspects of the MECLABS Quarterly Research Digest
- Wrote blog posts for MarketingSherpa and MarketingExperiments

### Copy Editor, MECLABS Institute

AUGUST 2011 – JANUARY 2013

- Edited all editorial and marketing content, including articles, blog posts, reports, promotional emails, and direct mail
- Uploaded all editorial content using basic HTML, a custom CMS, and WordPress
- Managed process for monthly webinars as the liaison between Content and IT
- Wrote blog posts for MarketingSherpa and MarketingExperiments

### Public Relations Intern, Volunteer USA Foundation

AUGUST 2010 – DECEMBER 2010

- Developed and maintained a media database for volunteer recruitment efforts
- Wrote and edited press releases, e-newsletters, publications, annual report and social media
- Helped develop publicity and marketing ideas for programs managed by the organization

### Communications Intern, The Leukemia & Lymphoma Society

MAY 2008 – SEPTEMBER 2008

- Created and maintained a media database for 4 markets that helped double the marketing plan
- Wrote 2 press releases and 2 target-specific PSAs, and submitted events to 30+ community calendars
- Helped manage 6 events, including information sessions, marketing and sporting events

## EDUCATION

### Master of Science in Integrated Marketing and Management Communications, Florida State University, Tallahassee, FL

- Special emphasis in Project Management

### Bachelor of Science in Communications, Florida State University, Tallahassee, FL

- Minor in Sociology