

## WORK EXPERIENCE

### SurveyGizmo

March 2016 - Present

#### *Content Marketing Strategist*

- Developed content concepts and wrote copy for webpages, blogs, in-application, marketing one sheets, ebooks, and sales enablement assets that tell stories consistent with SG's positioning strategy and sales goals
- Grew SurveyGizmo subscriber lists from <100 to 14,724, including not-yet-customers, by writing and editing consistent, helpful content aligned with the needs and interests of personas and users multiple days a week
- Collaborated with videographers, designers, marketers, sales professionals, software developers, external partners, and industry experts to produce relevant content that meets the needs of application users, key stakeholders and target audience

### Verde Brand Communications

November 2014 - March 2016

#### *Social and Digital Account Manager*

- Worked with clients to identify their brand's strengths, weaknesses, and opportunities, then designed and executed integrated social media, digital content campaigns to achieve their unique business and sales goals
- Wrote and edited copy for social media, content for client blogs, digital ad copy, web copy, and Kickstarters
- Managed in-house account coordinators, contracted writers, and freelance graphic designers
- Analyzed performance metrics, compiles monthly and quarterly reports, and presents results to clients

### Stratton Mountain Resort

November 2013 - September 2014

#### *Social Media and Communications Coordinator*

- Created and curated on-brand copy and photographic content for Facebook, Twitter, Instagram, and Pinterest
- In 10 months, increased social followers by 21% on Facebook, 28% on Twitter, and 133% on Instagram
- Updated and rewrote content on the website and blogs for tone, information accuracy, and SEO optimization

### JDK Design

October 2010 - February 2013

#### *Office Coordinator (June 2011 – February 2013)*

- Wrote copy and collaborated with a team of strategists on online and print campaigns for lululemon athletica
- Wrote and edited copy for various internal projects, including creative contributions to the JDK Blog, the JDK Gallery Sponsorship packet, promotional event posters, and weekly internal inter-office announcements

## FREELANCE and RELATED EXPERIENCE

### Freelance

June 2012 - November 2014

#### *Copywriter and Social Media Strategist*

- Wrote copy for apps and websites, established brand voices and provided social media management and strategy
- Recipient of the 2013 HackVT Honorable Mention for Scout App, a Vermont outdoor adventure iOS application
- Recipient of the 2014 HackVT 2<sup>nd</sup> Place award for Wattch, an iOS application gamifying home energy savings

### Outdoor Women's Alliance

August 2013 - November 2013

#### *Editorial Intern*

- Editor and contributor to a non-profit media and adventure collective supporting women in the outdoors

## EDUCATION

Colby College Waterville, ME. 2006 – 2010

Bachelors of Arts in Cultural Anthropology

## SKILLS

- PC and Mac platforms including Microsoft Office and iWork, versed in Adobe Photoshop and InDesign
- Proficient in social media, blog and newsletter platforms including Facebook, Twitter, Instagram, Pinterest, Kickstarter, Hubspot, WordPress, Blogger, Tumblr, YouTube, MailChimp, and Constant Contact
- Well versed in social scheduling and analytics tools including Tweet Deck, HootSuite, Salesforce Radian6/ BuddyMedia/Social Studio, FollowerWonk, Iconosquare, and GoogleAnalytics