

Innovative and creative professional with extensive experience developing and editing engaging copy, managing inbound marketing initiatives, and training and mentoring teams, colleagues, and students to achieve maximum potential. Collaborative communicator continually focused on building top-performing teams and positive client relationships to drive positive change and comprehensive communication approaches for enhanced profitability.

*Areas of expertise include:*

- ✓ Copy Editing, Writing, Proofreading
- ✓ Project Management
- ✓ Personnel Management, Team Building
- ✓ Training, Coaching, Teaching
- ✓ Inbound Marketing
- ✓ Instructional Design, E-learning
- ✓ HTML, CSS, WordPress
- ✓ Google Docs, MS Office, PC, Mac
- ✓ AP Style

[VIEW PORTFOLIO](#)

## EXPERIENCE

**NOWESCAPE** • Estonia (remote) • 2016 – Present  
*An escape room booking system provider*

### SOCIAL MEDIA MARKETING MANAGER

- Find and share relevant content via social media channels to increase awareness; monitor engagement and adapt strategies as necessary
- Write and edit website content with a focus on SEO optimization; format and publish content via WordPress
- Add copy to stock photos to create featured images for blogs and social posts
- Moderate audience-generated communications on website and social media accounts
- Research escape game facilities around the world for future Nowescape initiatives

**ANSWERS.COM** • St. Louis, MO • 2016  
*An online content publisher*

### COPY EDITOR

- Reviewed, revised, expanded, and optimized articles in proprietary CMS for publication on the web
- Confirmed that titles, content, and images adhered to social media channel guidelines for paid ads
- Wrote original articles on trending topics and attached relevant photos with acknowledgements
- Consistently adapted to evolving strategies and met deadlines in a fast-paced environment

**ONESPACE** • Swansea, IL • 2015 – 2016  
*A startup that provides enterprises solutions for completing large initiatives at scale.*

### SENIOR CONTENT STRATEGIST

- Provided direction, writing, and editing for content marketing initiatives
- Developed editorial calendar and launched blog initiative for new brand; formatted and published blog and other website content via WordPress
- Planned and executed completion of collateral, including white papers, infographics, case studies, sales decks, social media posts, PPC ads, landing pages, thought leadership posts, videos, and more
- Collaborated with graphic designer and front-end web developer to build new company website over the course of three weeks to meet rebrand launch deadline
- Created marketing department style guide; started process of evaluating, consolidating, and updating over 400 blog posts and other collateral to meet new brand standards

**ZEIS GROUP • St. Louis, MO • 2012 – 2015***A full-service agency specializing in financial services marketing***CREATIVE ACCOUNT EXECUTIVE**

- Managed creative projects involving writing, editing, proofreading, and web development
- Collaborated with other account executives and art directors to ensure that multiple simultaneous projects were completed on time and delivered error-free
- Communicated with client project managers via email and in periodic meetings to build positive relationships and ensure client satisfaction
- Wrote and edited business-to-business professional brochures, quarterly journal articles, and promotional materials for the professional networking department of a Fortune 100 financial services company
- Composed targeted advertising copy for direct mail materials, brochures, print ads, conversion-optimized email campaigns, and microsites promoting insurance products to a variety of audiences
- Evaluated website design and functionality to help developers locate and correct potential user experience issues
- Performed website and email updates using stand-alone HTML and CSS, as well as a proprietary CMS

**EXPRESS SCHOOLS • St. Louis, MO • 2010 – 2012***An online provider of professional licensing training courses for the insurance and real estate industries***DIRECTOR OF COURSE DEVELOPMENT**

- Developed online insurance and securities pre-licensing courses, including content, learning exercises, quizzes, and exams
- Supervised and mentored a team of 15 contract writers by evaluating performance and providing constructive feedback, communicating expectations via team meetings, directing activities by distributing and editing assignments, and monitoring project timelines
- Interpreted state laws and translated legalese into accurate, student-friendly educational content
- Performed quality control and ensured that all courses fulfilled state insurance department conditions for pre-licensing education in concert with compliance department

**WEHRENBURG THEATERS • St. Louis, MO • 2005 – 2011****PROJECTION BOOTH OPERATOR**

- Operated, maintained, and repaired 35mm, digital, and IMAX projectors for 20-screen multiplex

**KAPLAN TEST PREP & ADMISSIONS • St. Louis, MO • 2005 – 2007****ACT TEST PREP INSTRUCTOR**

- Presented Kaplan strategies and motivated students to master the skills required to earn exceptional scores on the ACT college admission standardized test

**THE LARKIN CENTER SCHOOL • Elgin, IL • 2004 – 2005****SPECIAL EDUCATION TEACHER**

- Provided support, encouragement, and behavior modeling for students with behavioral and emotional challenges

**EDUCATION****Master of Professional Writing**

CHATHAM UNIVERSITY | Pittsburg, PA

**M.Ed., Instructional Design**

AMERICAN INTERCONTINENTAL UNIVERSITY | Schaumburg, IL

**BA, Film Studies**

UNIVERSITY OF KANSAS | Lawrence, KS

**Certifications & Training**

Inbound Methodology, HubSpot Academy

Proofreading &amp; Copyediting, UniversalClass.com

Management, Far Cliffs Consulting; Marquette University