

MARKETING

BRAND COMPLIANCE
 PROJECT MANAGEMENT
 PRESENTATIONS
 MARKETING OUTREACH
 TRADESHOW PREPARATION
 EVENT PLANNING
 MARKETING COLLATERAL
 DATABASE COORDINATION
 ADWORDS/PPC CAMPAIGNS
 SEO CAMPAIGNS

COMMUNICATIONS

SOCIAL MEDIA PLATFORMS
 ONLINE REPUTATION MANAGEMENT
 WEBINARS
 PRESS RELEASES
 MARKETING TOOLKITS
 NEWSLETTER CREATION
 BROCHURES

TECHNICAL WRITING

USER DOCUMENTATION
 WEB CONTENT DEVELOPMENT
 REPORTS
 REFERENCE MANUALS
 SCRIPT/STORYBOARD DEVELOPMENT
 PROCESSES & PROCEDURES USER
 GUIDES
 TECHNICAL CONTENT REVIEW

PROFICIENT IN USE OF WORD, EXCEL,
 OUTLOOK, POWERPOINT,
 PUBLISHER, WORDPRESS, ACROBAT,
 HTML, ACCESS, PAGEMAKER,
 PHOTOSHOP, VISIO, SHAREPOINT

COMMUNITY SERVICE

SIGMA ALPHA IOTA ATLANTA
 ALUMNAE CHAPTER — VARIOUS
 LEADERSHIP ROLES
 ATLANTA COMMUNITY FOOD BANK
 HABITAT FOR HUMANITY

MARKETING / COMMUNICATIONS / TECHNICAL WRITING

Highly organized, self-motivated and determined with the ability to produce clear, accessible content and documentation through solid research and collaboration.

- Experienced writer, editor and proofreader.
- Strong project management skills. Detail focused.
- Easily grasps new processes and technologies.
- Ability to balance multiple priorities while focusing on organizational goals and objectives.

RELATED PROFESSIONAL EXPERIENCE

ELCOMM, **FREELANCER**; SANDY SPRINGS, GA (2016 – PRESENT)

Freelancer in writing, marketing and communications.

- Assist clients in produce and editing business plans.
- Develop resumes for those in the job market.
- Create copy and content for personal and small business websites.

WORLDPAY, **Marketing Communications Manager**; Sandy Springs, GA (2014-2015)

Write, edit, produce and manage communications and marketing collateral for the sales team and other departments to use.

- Collaborate with design team to produce marketing collateral.
- Assist in implementing national toolkit project to enable sellers.
- Select, implement and train team members on Workzone project management tool.
- Create new thought leadership pieces for website content and seller usage.
- Create content for new landing pages and update copy for existing web pages.

FISERV, INC./VIVA USA, **Marketing Project Manager**; Norcross, GA (2013-2014)

Manage up to 150 simultaneous projects for Corporate Marketing ensuring brand compliance, client satisfaction and successful completion while interacting with creative, multimedia, editorial and production services.

- Write, collaborate on marketing services processes and procedures user guide.
- Initiate, manage and write updated writing style manual for business units.
- Assist editorial services in proofreading collateral and technical documentation.
- Train project requesters on request protocol and project management tool.

OPTIMUS BT, **Sales and Marketing Consultant**; Alpharetta, GA (2011-2013)

Marketed services to clients while overseeing service delivery and account management.

- Project lead for website redesign, Adwords/PPC campaign and reporting.
- Wrote and designed newsletters, wrote and edited sales and marketing collateral.
- Coordinated and presented webinars as part of sales and marketing process.
- Developed training demos on software usage for current and prospective clients.

OPTIMUS BT, **Marketing Analyst** (2011)

Created website content, wrote and produced marketing and tradeshow collateral, and worked with team in India on marketing initiatives.

- Engaged in SEO strategies internally and for Graphic Packaging International.
- Assisted with social media campaigns.

GEORGIA CENTER FOR NONPROFITS/NONPROFIT UNIVERSITY, **Communications Coordinator**; ATLANTA, GA
 AMERICORPS/VISTA ONE YEAR FELLOWSHIP (2009-2010)

Created outreach initiatives, expanded client student database, advertised and coordinated client/student classes, seminars and workshops.

- Authored, updated and maintained communications on social media platforms.
- Co-designed new website for organization.
- Created E-mentor competency assessment and self development toolkits.

LEADS, FALL 2014

LIMMUD YAD, SPRING 2015

AJFF FILM SELECTION COMMITTEE
MEMBER, 2013-2014, 2015-
2016

EDUCATION

KENNESAW STATE UNIVERSITY: KENNESAW, GA

MAPW in **Applied Writing**, 2013

Courses include: Writing for the Web, Social Media, Technical Writing

GPA: 3.8

PUBLICATIONS: *Social Media in Context: Writers Explore the Marketplace*, contributor (2012),
Atlanta Jewish Times: *Preparing for Passover in Chile*, March 2012 issue, Atlanta Jewish Times:
Food with a Cause, October 2012 issue.

AGNES SCOTT COLLEGE: DECATUR, GA
2008

BA in **Spanish and Women's Studies**,