

Innovative digital communication leader with master's level education and experience creating strategic content across digital platforms. Skilled in platform strategy, content development, social media, websites and analytics with strong management abilities and proven experience creating compelling content across digital platforms for organizations with a focus on science.

DIGITAL COMMUNICATION EXPERIENCE

Manager of Digital Communications, Bayer, St. Louis, Mo.

Jan. 2020-Present

I create strategic content on digital media platforms for one of the world's leading innovators in crop science.

Digital Marketer, Saint Louis Science Center, St. Louis, Mo.

Dec. 2016-Jan. 2020

I created and executed the digital marketing strategy for one of the largest science centers in the U.S. and abroad, serving more than one million people each year.

- Executed two website launches, one an interim site, of slsc.org, increasing page views by 70% over 37 months
- Led the initial phases of the rebranding process of the Science Center which launched in Sept. 2018
- Increased likes on Facebook by 47%, followers on Twitter by 35%, and followers on Instagram by 104%
- Improved email open rates by 8% with template improvements and a new content strategy
- Developed an institutional content calendar that matched marketing initiatives and supports each area of the SLSC
- Helped increase Membership sales by 25% over three years through digital strategies and online advertising
- Spearheaded a science content initiative to create educational Youtube videos
- Created written, photo and video content for social media and slsc.org
- Built social media advertising campaigns and worked with media buying agency to launch and place ads

Marketing Manager, EBE Technologies, Davenport, Ia.

Aug. 2015-Dec. 2016

I managed, executed and measured the marketing strategy for a software company focusing on recruiting, safety, financial, carrier management and mobile solutions for the transportation and logistics industry.

- Optimized company website, ebeships.com, for search engine optimization, increasing page views by 20 percent
- Directed the strategy for email marketing campaigns including creation, segmentation and tracking
- Wrote blog posts focused on critical topics and issues in the transportation and logistics industry

Marketing and Communications Associate, Leepfrog Technologies, Iowa City, Ia.

Oct. 2014-Aug. 2015

I planned, developed and implemented marketing strategies and communications for a software company focusing on catalog, curriculum and scheduling management solutions for colleges and universities.

- Initiated a rebranding of the company's flagship product line CourseLeaf
- Developed content and the content strategy for a new website, courseleaf.com
- Spearheaded the creation of an online user community for CourseLeaf and its 600 users
- Launched a social media strategy utilizing Facebook and Twitter

Marketing Manager / Communication Specialist, Saint Louis University, St. Louis, Mo.

June 2012-Oct. 2014

I managed the marketing and communication efforts for Saint Louis University's newly established college with 16 academic programs.

- Executed a relaunch of the college's websites, publichealth.slu.edu and socialwork.slu.edu
- Optimized the college's websites for search engine optimization, increasing page views by 62 percent over two years
- Launched new Facebook, Twitter and Instagram pages for the College, improving reach and engagement

EDUCATION

Saint Louis University, St. Louis, Mo.

Master of Arts in Communication, GPA: 3.77/4.00

May 2014

- Developed an online manual on how to construct credible public health messages on Twitter for applied thesis
- Courses: Marketing Management, Strategic Communication, Contemporary Issues in Media

Bachelor of Arts in Communication and Environmental Studies, GPA: 3.41/4.00

May 2012

- Courses: Public Relations Principles and Practices, Multiplatform Journalism, Editing
- Member of Student Alumni Ambassadors and Micah Program service learning community

TECHNICAL SKILLS

- Google Analytics, Google Adwords, CMS, Facebook Ad Manager, Adobe InDesign, Photoshop and Illustrator, Associated Press Style editing and writing, social media and email marketing platforms, CRM Software, Microsoft Office, Final Cut Pro, Pro Tools, some HTML, Photography, Videography