

## EDUCATION

- Lesley University, Graduate School of Education** May 2015  
Washington, D.C. & Cambridge, MA  
Master's in Gen. Education & Mod. Disabilities Education
- American University, School of Communications** May 2013  
Washington, D.C.  
B.A. in Public Communication, Minor in Judaic Studies

## EXPERIENCE

- Digital Content Producer** | Management Leadership for Tomorrow February 2019 – Present
- Manage a robust editorial calendar for MLT's Twitter, Instagram, Facebook, YouTube, newsletters, and blog
  - Collaborate with external partners, such as PepsiCo and Yale School of Management, to develop and execute social media campaigns to promote their employer brand
  - Consult with MLT's program leaders on the best ways to use marketing and communications tools to meet program objectives
  - Responsible for one or more steps in conceptualizing, reporting, writing, editing, and publishing blogs, including feature stories about MLT Alumni and Fellows
  - Responsible for one or more steps in gathering content, developing graphics, writing, editing, and publishing MLT newsletters for a number of segmented audiences up to 46,000 recipients
  - Serve as onsite communications representative for select MLT seminars and gatherings throughout the year
  - Coordinate shoots with photographers or videographers
  - Assist in designing webpages and managing content updates on MLT's website
- Public Affairs Manager and Consultant** | Watson Green, LLC Public Affairs Firm September 2016- February 2019
- Helped external clients to clarify, bring attention to, and communicate brand vision as well as strengthen online presence
  - Managed social media content for clients including, but not limited to: creating accounts, curating content, interacting with audiences, growing following, monitoring social media sphere for relevant dialogue, etc.
  - Managed websites for clients including, but not limited to: designing, writing, editing, and publishing content
  - Created and edited infographics, fact sheets, newsletters, flyers, and other printed and electronically distributed materials
  - Acted as a resource to inquiring media personnel; provide research, articles, and quotes on behalf of the client
  - Worked with chefs and dietitians to craft and edit presentations for speaking sessions; worked on presentations that were given around the country reaching a cumulative audience of over 500 registered dietitians, culinary, and foodservice professionals
  - Monitored and analyzed proposed legislation that may impact clients; work with clients and peers to prepare strategy
  - Regularly read new research, discoveries, and innovations to keep abreast of news in food, agriculture, and nutrition
- Communications & Sales Coordinator** | Mandarin Oriental Hotel, Washington, D.C. February 2016 – September 2016
- Wrote copy for website content. Edited and updated collateral from Spa, sales department, and Muze restaurant menus
  - Edited press releases and media alerts for Director of Communications
  - Pitched the various facets of the hotel, restaurant, and conference spaces to industry-related platforms and influencers
  - Secured media placements including sole responsibility over 5 media placements that amassed a total of more than 4 million media impressions
  - Researched and responded to blogger requests to cover hotel
  - Prepared media kits and amenities
  - Curated content across: Twitter, Facebook, and Instagram to engage clients and guests
  - Used social media to keep all abreast of Mandarin Oriental, Washington DC events and special offers
  - Fulfilled Director of Communication's duties upon absence: attending events and meetings, greeting journalists, giving media tours, and coordinating and supervising photoshoots
  - Provided administrative support for four sales managers
- Essay Writing Tutor** | Varsity Tutors June 2015 – December 2015
- Met with students in need of feedback for high school, undergraduate, or graduate writing assignments and applications
  - Assessed areas of strength and weakness to develop unique lesson plans aimed at creating independent writers
  - Guided students through the writing process including planning, drafting, editing/copy-editing, and final review
- Summer Mentor** | *Urban Teachers* May 2015–August 2015

- Acted as one of six mentors to a cohort of 85 individuals entering their first year of teaching and graduate school
- Led weekly sessions on professionalism, crucial conversations, and best practices for 9 residents
- Edited graduate-level assignments for structure, grammar, punctuation, and other mechanics
- Coached resident teachers in resume and cover letter writing and interviewing skills

**Elementary- Middle School Teacher** | Excel Academy Public Charter School

August 2013 - June 2015

- Taught 4<sup>th</sup> grade math and science to 50 students; taught 5<sup>th</sup> grade math and science to 50 students; and taught 2nd grade math to nearly 100 students—all in alignment with the Common Core Curriculum
- Wrote at least three differentiated lesson plans per day to address three categories of general education students: those who needed more time and help understanding content, those on pace with their peers, and those who needed advanced work
- Assessed students regularly to measure understanding and mastery of content
- Achieved moving 100 2<sup>nd</sup> grade students from 40<sup>th</sup> percentile in “place value understanding” to 90<sup>th</sup> percentile city-wide in 3 months
- Received hundreds of hours of real-time coaching and engaged in meaningful self-reflection improving teaching practices

**Public Relations/Social Media Consultant** | Rock Recovery Addiction Treatment Center

February 2013 - May 2013

- Overhauled Twitter and Facebook content to reflect brand message; increased social media following by 40%
- Wrote pitch letters to obtain coverage for spokesperson, Miss D.C. U.S. International Circuit 2013, Kaitlyn Wozniak
- Researched and scheduled local speaking tour for organization spokesperson including an appearance on WUSA9 morning news for total media impressions of over 5 million
- Composed specific messages for television and speaking appearances based on audience

**Team Leader** | American University DC Reads Program

August 2011 – May 2013

- Assisted students with homework and developed after-school enrichment activities at Life Pieces to Master Pieces, Alice Deal Elementary School, and Beacon House
- Designed, planned, and executed professional developments for tutors across the entire program to improve student-tutor interactions and discuss the impact of socio-economic inequalities in education
- Oversaw a team of 12 students for timeliness, hours worked, and academic progress with tutees
- Interviewed and recommended new tutors for hire

**Fundraising Communications Associate** | American University WAMU NPR Radio 88.5

October 2009 – May 2011

- Wrote the advertisements for in-kind sponsors that were read on air by radio show hosts
- Collected donor information to maintain contact list and newsletter listserv
- Managed all content for volunteer blog; edited content for donor newsletter and email blasts

**ADDITIONAL NOTABLE EXPERIENCE**

- Resident Assistant at American University | January 2012 – May 2013
- Marketing summer intern at Georgetown Day School | May 2012 – August 2012
- Summer Counselor for Headfirst Summer Camps, DC | June 2011 – August 2011
- Retail Sales Associate at Hallmark Gold Crown Store in Bethesda, MD | July 2007 – September 2009

**EXPERTISE**

- Familiarity with AP Style Guide
- Familiarity with Elements of Style Guide
- Mac & PC Operating System
- Microsoft Office Suite Proficiency
- Outlook
- WordPress management
- Delphi (Hospitality CRM Software)
- Salesforce
- Developing and maintaining brand identity and reputation
- Creating social media content across a variety of existing and emerging platforms
- Using native social media analytics and third-party tools such as Hootsuite, Later, Tweetdeck, etc.
- Navigating media databases such as Cision
- Marketing through electronic direct mailer software and tools