

I am a sharp, detail-oriented writer, content curator, and speaker with firm and in-house public relations and public affairs experience. My background as an educator enables me to understand and break down complex ideas in a way that connects with intended audiences.

Health Care Associate Director

FGS Global | Mar 2022 - Present

- Provide strategic communications support to clients in the health care vertical – such as biotechnology companies, telehealth companies, trade associations and hospital systems
- Conduct comprehensive media analysis using tools such as Quid, Muck Rack and Factiva to determine patterns, gaps and opportunities in client media coverage
- Pitch client reports, research and other projects to relevant media
- Work with colleagues to develop short and long-term communications plans designed to achieve client goals and meet key performance indicators
- Develop proactive and reactive crisis communications plans
- Draft communications at client request—press releases, talking points, internal memos and social media copy

Agriculture and Health Care Communications Manager

Biotechnology Innovation Organization | Nov 2019 – Mar 2022

- Produce bimonthly "I am BIO" podcast with an average of 1,500 downloads per episode
- Write scripts of "I am BIO" podcast episodes to which includes organizational talking points
- Project manage BIO's gene editing consumer transparency initiative; managing vendor relationships, producing content, and growing the platform
- Collaborate with Ag and Environment policy team to develop blogs, infographics, fact sheets, press releases, etc.
- Keep track of biotechnology-related trends in corporate sustainability and policy proposals

Account Manager (Temp Contractor)

Fusion Public Relations | Oct 2021 – Dec 2021

- Provided public relations services for clients in the tech startup space
- Wrote content on behalf of CEOs and senior leadership across fintech, artificial intelligence, and cybersecurity topics
- Created thorough communications plans to meet client goals and objectives
- Developed relationships with media contacts through pitches, briefings, and interviews

Marketing and Communications Digital Content Producer

Management Leadership for Tomorrow | Feb 2019 - Nov 2019

- Consulted across corporate partners, such as PepsiCo, Chick-fil-A, and Salesforce to develop collateral and campaigns to promote their employer brand
- Gathered content, developed graphics, wrote, edited, and published newsletters for audiences of up to 46K recipients
- Designed and built new webpages and managed website updates

Agriculture Public Affairs Management & Consulting

Watson Green LLC | Sep 2016 - Feb 2019

- Attended government agency public hearings and congressional testimonies monthly to develop briefs for clients
- Monitored house and senate policy proposals for clients
- Successfully pitched clients as presenters for four different national speaking engagements and conferences
- Wrote, edited, and published blogs in varying brand voices and styles on behalf of external clients
- Conceptualized, created, and edited infographics, fact sheets, newsletters, one-pagers, and flyers
- Tracked social media campaign efforts and provided monthly reports

Communications & Sales Coordinator

Mandarin Oriental Hotel Group | Feb 2016 - Sep 2016

- Secured five media placements resulting in more than 4M impressions

Elementary School Math Teacher

Excel Academy Public Charter School | Aug 2013 - Jun 2015

- Achieved moving 100 2nd grade students from 40th percentile in “place value understanding” to 90th percentile city-wide in three months

Education



Lesley University (2013 – 2015)

Master’s Degree, Elementary Education and Teaching



American University (2009 – 2013)

Bachelor’s Degree, Public Relations, Advertising, and Applied Communication

Minored in Judaic Studies

Expertise: AP Style, Meltwater, Cision, MuckRack, Drupal, WordPress, Mailchimp, Marketo, Salesforce, Hootsuite, All social media platforms and analysis tools