

Writer | Editor | Content Developer | Strategist | Project Manager

PROFESSIONAL PROFILE

Meticulous communications professional with experience developing and implementing marketing and communications plans; managing complex print and digital projects; writing and editing content for print and online publication; collaborating with and supporting scholars and authors; maintaining and analyzing an online presence; coordinating and assessing the efficacy of social media; and designing digital and print marketing collateral

EDUCATION

M.A. in English
May 2009
University of Missouri-St. Louis

B.A. in English
May 2003
University of Missouri-St. Louis

EXPERIENCE

Aug. 2025–Current—Communications Specialist Forest Park Forever

- Manage the publication of Forest Park Forever’s seasonal print newsletter, *Park News*, which includes defining the edition’s theme and overall objectives, outlining content, writing copy, gathering photographs and other art, editing content, collaborating with our graphic designer on layout, and proofreading the final draft
- Write and publish blog posts about Forest Park Forever’s events, programs, and accomplishments
- Write, edit, and proofread print and digital content for fundraising and donor stewardship materials, including direct mail pieces, emails, and publications
- Take photographs of the park and during events for print and digital communications
- Maintain Forest Park Forever’s online calendar of organizational and park events
- Ensure adherence to brand standards and consistent messaging
- Participate in a working group managing the transition from on-site servers to SharePoint and Microsoft Teams, providing technical insights and internal communications support

Jan. 2025–Aug. 2025—Senior Communications Specialist, WashU IT Washington University in St. Louis

- Created a plan to market data products and services (e.g., WashU Data Warehouse, Cognos, Tableau, Power BI, etc.) to potential users throughout the university
- Wrote, built, and sent emails for service announcements, emergency outage notices, and marketing purposes, translating IT jargon for lay user audiences
- Wrote, edited, and published online content
- Wrote and designed print and digital marketing collateral
- Created presentations for internal meetings and external conferences
- Ensured all communications and marketing materials were consistent and aligned with university and WashU IT branding

2022–2024—Senior Associate Director, Digital Strategy Washington University in St. Louis

- Wrote, edited, and proofread print and digital content
- Created engaging website, email, and social content to generate a sense of community and purpose
- Led the WashU Alumni Association social media strategy
- Developed brand-aligned email templates to ensure consistent, high-quality content
- Implemented best practices for email copy, design, accessibility, and mobile optimization
- Managed the transition from Emma to Salesforce Marketing Cloud
- Supported stewardship and fundraising initiatives through digital communications
- Trained colleagues on various digital platforms and provided ongoing support

TECHNOLOGY AND SKILLS

Microsoft Office

Adobe Illustrator,
InDesign, Photoshop,
Premiere Pro/Rush,
Acrobat Pro

AMA, AP, APA,
Chicago Manual
of Style,
MLA style guides

WordPress,
Squarespace,
Sharepoint,
Ingeniux CMS

Constant Contact,
Emma, Salesforce
Marketing Cloud,
Mailchimp

Asana, ClickUp,
Slack, Basecamp
Salesforce CRM

HTML, CSS

Facebook, Twitter/X,
Instagram, LinkedIn,
YouTube

Sprout Social,
Meta Ads Manager,
Meta Business Suite
Google Analytics

2015–2022—Coordinator/Associate Director, Advancement Communications Washington University in St. Louis

- Developed concepts and wrote compelling copy for multichannel marketing campaigns, including our hugely successful GivingTuesday, First Day, and WashU Giving Day efforts
- Worked with the Annual Giving Programs team to create and implement direct mail marketing plans
- Copyedited, proofread, and published print and digital communications
- Designed and prepared artwork for print pieces, emails, social media, and websites
- Managed production schedules and approval processes for multiple projects
- Coordinated production with designers, printers, mail houses, and other vendors
- Managed the Alumni Association Instagram account

2014–2015—Marketing Coordinator, Center for Sustainability Saint Louis University

- Managed webpages, social media, and online presence
- Maintained and implemented the center’s marketing and communications plan
- Developed content to promote center news, events, initiatives, and research programs
- Designed and produced digital and print brochures, flyers, and banners

2012–2014—Editor, Center for Social Development Washington University in St. Louis

- Worked with project leaders to write, edit, and format journal articles, reports, briefs, book chapters, and curricula
- Published and disseminated scholarly works and updated web content
- Designed conference programs and reports, including charts and other illustrations
- Assisted with reporting on events, reviewing e-newsletters, analyzing web pages, and redeveloping website content and format

2004–2012—Sr. Content Development Specialist/Dev. Editor/Editorial Assistant Elsevier

- Managed the development of print and digital products from proposal to publication
- Prioritized deliverables to adhere to deadlines and budgets for multiple projects
- Acted as liaison among editorial, marketing, production, multimedia, legal, and design departments to coordinate efforts
- Wrote and edited promotional content for brochures, emails, and websites
- Conducted and analyzed user and subject matter expert reviews to produce the most relevant and useful products for the market
- Tested functionality of software and online products, including e-books, online courses, and simulation products