

Education

- THE JOHNS HOPKINS UNIVERSITY - Advanced Academic Programs** August 2016
M.A. in Communication, Concentration in Public & Media Relations (GPA 4.0)
- DOMINICAN UNIVERSITY OF CALIFORNIA | Alonzo King LINES Ballet** May 2013
B.F.A. in Dance & English with a Writing Emphasis (GPA 3.93 // Summa Cum Laude // Honors Program)
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Professional Experience

NEW KIND // Raleigh, NC

Content Strategist

May 2017 - Present

- Craft compelling and authentic brand stories and messaging for New Kind clients
- Conduct and synthesize brand and industry research (interviews, survey data analysis, and story / theme discovery)
- Facilitate workshops that inspire identity, foster culture, and build community
- Create content and help manage social media / publicity for New Kind and Hopscotch Design Festival

CRISP AGENCY // Raleigh, NC

Account Coordinator

December 2016 - May 2017

- Worked closely with executive leadership and Account Supervisors to provide a remarkable client experience to a book of business ranging from consumer goods and services to healthcare accounts
- Managed project deadlines and communication between clients and internal CRISP teams
- Served as a brand ambassador for clients, demonstrating expertise of their business objectives and pitching ideas and services to advance their marketing and branding goals

COLEMAN RESEARCH GROUP // Raleigh, NC

Senior Marketing Associate

March 2016 - December 2016

- Developed marketing and communications strategies for expert-facing, internal, and HR recruitment campaigns
- Wrote content, edited, and designed collateral and presentations for teams across the company
- Led a cross-departmental team in the creation and deployment of the company's inaugural intranet system
- Managed and created all content for the corporate editorial calendar

Senior Associate - Client Management

January 2016 - April 2016

- Performed market research for a book of 30+ leading domestic and international Investment Management clients
- Provided team management coverage when needed, including project allocation and client communications

Senior Research Associate - Retail

March 2015 - January 2016

- Performed in-depth industry and market research with a focus on the Retail and Consumer Goods sector
- Top performer across the company in monthly completed expert calls and expert recruits

Operations & Fulfillment Associate

December 2013 - March 2015

- Managed high-priority, high-volume projects across all industry verticals
- Provided both expert and client-facing services in support of research teams across the globe

EVOLVE MOVEMENT // Raleigh, NC

Certified GYROTONIC® Instructor

August 2013 - Present

- Certifications: Level 1 Tower // Archway // Applications for Dancers
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Skills

Content Strategy **Branding** *Writing* Internal & External Communications **Marketing** *Public Relations* **Editing** Social Media **Advertising** *Design*
Brand Research *Strategy* *Project Management* **Market Research** Adobe InDesign **Community Outreach & Engagement** Basic HTML
Messaging *Brand Positioning* **Teaching** GYROTONIC Instruction *Event Planning* **Client & Account Management** *Workshop Facilitation* Blogging