

Results-driven professional with a Master's degree in International Media Business and a proven track record of managing multi-channel communication strategies to drive engagement and achieve organizational goals. Adept at crafting compelling content, managing social media platforms, and leveraging tools like Google Analytics, Hootsuite, and MailChimp to optimize messaging and outreach. Demonstrate strong expertise in digital marketing, content development, and donor engagement, with hands-on experience supporting fundraising campaigns, designing impactful infographics, and creating targeted messaging for diverse audiences. Recognized for exceptional writing and editing skills, team leadership, and ability to analyze data to inform strategic decisions. Committed to delivering innovative communication solutions that amplify brand presence and foster meaningful connections.

Areas of Expertise

- ◆ Strategic Communication Planning
- ◆ Content Development & Storytelling
- ◆ Social Media Management
- ◆ Analytics & Performance Optimization
- ◆ Graphic Design & Visual Content
- ◆ Team Leadership & Collaboration
- ◆ Website Management
- ◆ Crisis/Event Communication
- ◆ Management Reporting

Professional Experience

National Trust for Historic Preservation, Washington, DC
Membership Fundraising Assistant

2020 – Present

Craft and refine compelling copy and design elements to maximize engagement and campaign effectiveness. Collaborate cross-functionally to secure necessary approvals and maintain alignment with organizational goals. Generate detailed departmental reports, analyze performance metrics, and provide actionable insights to enhance future initiatives. Partner with vendors to gather/evaluate benchmark reports, ensuring adherence to high standards of quality and efficiency.

- Played a key role in optimizing processes and fostering meaningful donor relationships through targeted fundraising efforts.
- Contributed to the success of integrated direct mail and digital fundraising program, driving revenue through innovative donor acquisition strategies, appeals, renewals, and diverse campaigns.

Multimedia Digital Marketing Agency, Peekskill, NY
Social Media Marketing Associate (Part-Time)

2020

Developed and managed social media content strategies for diverse clients, leveraging tools like Photoshop and Wave Video to create visually compelling marketing materials. Executed content scheduling and posting across multiple platforms to drive engagement and brand visibility. Partnered with the Marketing Director to align creative outputs with overarching branding objectives and maintain a cohesive digital presence. Analyzed performance metrics to inform content optimization and improve campaign outcomes.

- Designed dynamic visuals and tailored messaging to captivate target audiences and amplify client outreach.
- Contributed to strengthening client relationships by delivering consistent, high-quality social media initiatives.

Hudson Valley SPCA, New Windsor, NY
Office Manager (Part-Time)

2019 – 2020

Managed administrative tasks, including organizing records for volunteers, community service participants, and court-mandated individuals. Oversaw front office operations, ensuring a welcoming environment for visitors and potential adopters. Supported as the primary point of contact, offering information and assistance while fostering positive engagement. Collaborated with team members to support daily operations and improve office efficiency.

- Scanned and digitized adopted animal files, creating organized, easily accessible folders with original and post-adoption names.
- Provided strategic recommendations to expand outreach beyond the usual demographic via social media.
- Suggested improvements to enhance the website's user experience, making it more intuitive and user-friendly.

Historic Hudson Valley, Tarrytown, NY
Senior Administrative Agent

2019

Resolved escalated customer concerns with efficiency and professionalism, fostering trust and satisfaction. Maintained and updated customer databases with precision to support accurate reporting and decision-making. Delivered in-depth software

training to new team members, equipping them with skills needed for success. Provided expert technical assistance, addressing challenges promptly to minimize disruptions. Engaged with colleagues to refine processes and enhance overall operational effectiveness.

- Played a pivotal role in improving customer experiences through attentive service and proactive problem-solving.
- Made critical decisions on complex calls between new admin agents and customers, ensuring smooth resolution when unique accommodations weren't required.
- Facilitated archivist/librarian handling and placing historic pieces for exhibit in the front hall.
- Supported ticketing site, resolving patron disputes and ensuring efficient service at the end of tenure.
- Volunteered for organizational tasks, demonstrating initiative in filing and managing projects.
- Continued de-duplication of member files and maintaining accurate records started during my initial time at HHV.

Freelance, Remote Virtual Assistant

2019

Crafted and refined content for email campaigns, short-term marketing initiatives, and web articles, aligning messaging with brand objectives to engage diverse audiences. Edited and proofread materials to enhance clarity, tone, and impact. Teamed up with clients to conceptualize and develop compelling marketing content tailored to specific goals. Supported strategic communication efforts by producing polished, targeted materials that resonated across multiple platforms.

- Applied creative and analytical skills to drive high-quality outputs that raised campaign performance and audience engagement.

Historic Hudson Valley, Tarrytown, NY Administrative Agent

2018

Aided senior staff in identifying and resolving copy inconsistencies, ensuring high-quality communication. Coordinated tour bookings and addressed client inquiries with accuracy and professionalism. Resolved technical issues to minimize disruptions and improve customer satisfaction. Leveraged expertise in Siriusware and Salesforce to manage ticket purchases and event reservations efficiently. Supported smooth event execution through reliable administrative assistance and effective team communication, contributing to improved organizational standards and enhanced customer experience.

- Identified and implemented tasks beyond standard duties, contributing to team efficiency and problem-solving.
- Managed and documented customer complaints, ensuring timely resolution and proper follow-up.
- Assisted with ticketing for school groups and tours, streamlining the process for smooth operations.
- Served as a ticketing agent at historical sites, directly engaging with patrons and handling on-site ticket collections.

Brand Management X Ltd., London, UK Remote Office Manager

2016 – 2017

Fostered partnerships with local businesses to expand networks and support business growth. Organized and managed business and account data with accuracy, enabling efficient access to critical information. Coordinated administrative tasks to optimize operations and contribute to strategic objectives. Maintained clear communication with stakeholders to facilitate collaboration and achieve shared goals.

- Represented the company with professionalism, building trust and reinforcing its reputation in client and partner interactions.
- Enhanced the company's presence and operational efficiency through proactive management and strategic relationship-building.

Fresh Produce Productions, Newburgh, NY Freelance Correspondent

2016

Conducted in-depth interviews with local business owners to gather compelling narratives for a documentary film project focused on the community impact of local eateries. Partnered with the production team to align content with the film's vision and objectives. Synthesized interview insights into engaging storytelling elements to enhance the documentary's impact. Played a key role in capturing authentic perspectives that emphasized the vital role of local establishments in fostering community connections.

- Researched and built questions to elicit meaningful stories and highlight small businesses' cultural/economic contributions.

Internships

Communications Intern, Security Assistance Monitor, Washington, DC (2017)

Communications Regional Operations Intern, The National Parks Conservation Association, Washington, DC (2015)

Communications Intern, The Administrative Conference of the United States, Washington, DC (2014)

Intern Reporter, The Poughkeepsie Journal, Poughkeepsie, NY (2014)

Education

[Master of Arts in International Media Business](#), University of Westminster, London, UK (2017)

[Bachelor of Arts in Foreign Language & Communication](#), American University, Washington, DC (2016)

Licenses & Certifications

French Translation Certificate, American University, Washington, DC (2016)