

SUMMARY

Creative and organized communicator with Master of Science in Journalism from the University of Southern California and hands-on experience as Multimedia Editor.

Proven success in creating and delivering press materials, newsletters and website content, while managing organic and sponsored content production. Capable of designing captivating digital and print media content, as well as completing multiple parallel marketing projects.

EDUCATION

Master of Science in Journalism

University of Southern California (2019)

Bachelor of Science in Journalism

Boston University (2017)

Bachelor of Arts in English

Boston University (2017)

TECHNICAL SKILLS

- Drupal
- WordPress
- Canva
- HTML
- CSS
- jQuery
- Python
- Audacity
- Adobe Audition
- Adobe Premiere
- Adobe InDesign
- Website Building
- Interactive Web Design

AREAS OF EXPERTISE

- Communication Strategies
- Brand Awareness & Messaging
- Content Creation & Enhancement
- Creative Storytelling
- Strategic Planning & Execution
- Cross-Functional Collaboration

ADDITIONAL EXPERIENCE

Editorial Intern 2015

Quintessentially Publishing – London, UK

PROFESSIONAL EXPERIENCE

The Conference Forum – New York, NY

2019 to Present

Multimedia Editor

Oversee multimedia portfolio for six life science conference verticals. Research and design four quarterly healthcare and life science newsletters. Develop, produce and market podcasts and webinars in coordination with scientists and healthcare executives. Craft articles, press releases and email content on clinical research and patient engagement.

Key Contributions:

- In 2021, generated advertisement revenue of \$80K in thought leadership sponsored content in newsletters, while managing newsletter portfolio. Generated 2021 revenue of \$24K by producing custom podcasts for sponsors, and additional revenue of \$16K by designing special webinars.
- Expanded number of newsletters from 2 to 6, thus increasing revenue through sponsored interviews and advertisements.
- Earned promotion from Content Writer to Multimedia Editor within two years of employment for consistently exceeding performance expectations and demonstrating ability to excel in roles of higher responsibility.

NBC News – Universal City, CA

2019

Intern, The Nightly News with Lester Holt

Coordinated sources and logistics for daily news broadcast, while assisting with interviews and onsite shoots. Pitched stories for broadcast. Collaborated with interdepartmental teams.

Key Contribution:

- Covered multiple breaking news stories, including Varsity Blues Scandal.

University of Southern California – Los Angeles, CA

2018 to 2019

Operations Manager, Media Center

Steered day-to-day administrative operations for student university newsroom, enhancing workflows and efficiency, acted as liaison for media center director

Key Contributions:

- Assisted student journalists with 20 media projects on average per month; managed student newsroom of 400 people, arranging logistics and events, designing graphics.

Mediaplanet – New York, NY

2017 to 2018

Copy Editor, Freelance

Handled the editing, headline strategy and layout of content-marketing campaigns in print and digital placement

Key Contributions:

- Facilitated timely delivery of campaigns with cross-department communication, acute attention to detail and proven ability to manage tasks in fast-paced environment.

Westchester Magazine – Rye, NY

2017 to 2018

Reporter, Freelance

Provided local coverage for web and print on local businesses, business development in Westchester County, innovations in healthcare and art, profile of county legislator

Key Contributions:

- Profiled 5 of 15 local businesses featured in “Small Business Awards Issue 2018”