



Summary I'm an engaging, intelligent writer, a team-oriented problem solver, and a tireless project manager hungry for a creative challenge.

- Flexible, reliable, and poised
- Crack voice-over and presentation skills
- Live event and film production experience
- Social media savvy
- Proficiency in Mac and PC; Benchmark Email; web-based collaboration/efficiency suites like Workamajig, 5pm, and SmartQ

Relevant Professional Experience [International Awards Group](#) - Copywriter/Marketing Coordinator, 2004-2006... now Executive Director, [AME Awards](#) for Advertising and Marketing Effectiveness, 2011-Present

Currently:

- Coordinate a marketing effectiveness competition that sees entries from over 30 countries and involves top interactive and multidisciplinary marketers, media planners, strategy directors, social media experts, and creative directors from all over the world
 - Curate judging panel and optimize relationships for PR and earned media
 - Participate in interviews for publication in print ([Pubblcita Italia](#)) and [online](#)
 - Create content calendar and copy for emails, social media, and website
 - Edit content from judges for email, social media, and website
 - Rebranded competition—modernized look-and-feel, updated voice, and restructured entry process; rewrote/updated/edited web copy
 - Responsible for entry increase of 38% in 2012 over 2011 competition; 2013 competition up another 29% and growing
- Project management on vertical brand [New York Festivals International Advertising Awards](#), a media competition that sees entries from more than 70 countries and involves prominent industry thought leaders from around the world
 - Lead on 2013 competition restructuring to more accurately reflect industry trends
 - Coordinating development of new website design and CMS (TK, scheduled delivery date 11/9/12)
 - Lead coordinator for The New York Show, a two-day series of creative events, panel discussions, and networking opportunities at the main branch of New York Public Library culminating in an awards presentation gala
 - Advise on development of first-ever digital annual app

Back in 2006:

- Write promotional and client communications for an international target audience, including calls for entry, posters, emails, postcards, and advertorials
- Script award shows
- Identify marketing objectives and develop brand identity strategies
- Create web content

[Kaplan Test Prep](#) - Senior Marketing Copywriter 2006-2011

- Conceive and execute national promotional campaigns across varied media, including email, print, direct mail, brochures, web, and social media
- Develop segmented marketing strategies for diverse target audiences
- Provide copy for campaigns
- Edit content submitted by brand managers and product directors
- Manage project workflow and coordinate with project teams and management on scheduling, goals, and assignments
- Uphold the legacy of the 74-year old Kaplan brand

[McCall Pattern Company](#) - Project Editor, McCall's Creates, 1998-1999

- Develop friendly, easy-to-follow instructional copy for craft how-to books
- Design book layouts, develop project patterns, and test creative techniques
- Maintain brand conceits and templates throughout series

Also [St. George's Choral Society](#) - Board of Directors: VP, PR – 2010-present, Treasurer – 2006-2011; Soprano, 2005-Present

One of Manhattan's oldest extant choral groups, approaching our 200th anniversary (2017)

- As treasurer, oversaw day-to-day bookkeeping and reporting responsibilities
- As vice president of PR, develop and implement press plan, write and distribute press releases, and write promotional articles (like [this one](#), [this one](#), and [this one](#))
- Coordinated fundraising events (silent auctions, chamber performances) and lots of goody-baking
- Part of team that secured the Choral Society's 501(c)3 status, including mission, vision, and values statements; strategic planning; and extensive financial reporting

Freelance Copywriter

- Lootok (business continuity consultants) – Newsletters, interviews, emails, brochures
- eSkill (online customizable pre-employment skills assessment) – Marketing strategy, mini-white papers, interviews, emails
- OMGIGHO CSE (custom fabrication and design studio) – Editing, proofreading, marketing consultation

- Awards**
- Graphic Design USA American In-House Design Awards
 - w3

Education University of New Hampshire, BA – English Teaching