
Skills

- Seasoned professional with 10+ years' experience leading marketing and communications programs.
- Passionate about creative storytelling, data insights, and new technology and media.
- High-level interpersonal and relationship-building skills.

*Marketing// Research, Strategy, Comms Planning, Writing, Messaging, Project Management
Tools // Microsoft Office, Salesforce, HubSpot, Google Analytics, Social Media, WordPress, HTML*

Experience

IORA HEALTH // Marketing & Comms Manager // Boston, MA 6/2019 – 6/2020

- Oversaw content creation for website, social media & blog. Oversaw strategy, editorial calendar, and writing team to develop timely and optimized digital assets such as videos, articles, & social posts.
- Led national consumer PR strategy, securing local media across 8 markets in support of 16 new practice launches, as well as ongoing brand awareness, lead-gen & thought leadership efforts.
- Worked with SEO agency partners to manage projects to ensure full optimization of all content and initiatives.

FENWAY HEALTH // Marketing Manager // Boston, MA 11/2015 – 5/2019

- Developed and managed marketing strategies and campaigns for key initiatives and service areas.
- Led marketing launch of Family Med services to increase patient-base by 10 percent.
- Implemented statewide Violence Recovery Program campaign to increase caseload by 16 percent.
- Led social media strategy & initiatives, including three sweepstakes to double Fenway's social media following.
- Oversaw website, design & maintenance, as well as paid media advertisements, newsletters, social & blog.

STAPLES ADVANTAGE // Marketing Comms Specialist // Framingham, MA. 9/2014 – 8/2015

- Oversaw management and promotion of +1400 B2B digital assets & documentation.
- Led creation of weekly marketing newsletter, resource guides and training manuals for sales enablement.
- Managed case study program, developing 20+ new print & video studies, along with creation of self-service landing page to streamline intake process.
- Managed agencies and projects within time and budget parameters.

RAYTHEON COMPANY // Content Strategist // Boston • LA • Dallas 6/2011 – 9/2014

*Promoted in under a year during company downsizing, moving from LA to Dallas office.

- Graduate of Leadership Development Program, a two-year, cross-enterprise rotational program.
- Served as lead communications partner to Engineering, IT, and Quality prior to becoming Content Strategist.
- Developed and implemented strategic, multi-tier communication plans; stood up new internal social channel to +5K managers; wrote executive and editorial content. Managed sponsorships and media advertisements.

OPEN2EUROPE // Public & Press Relations Asst. // Paris, France 5/2010 – 12/2010

- Supported U.K. team on B2B and B2C accounts: drafting releases, blogs, thought leadership and case studies.
- Translated press materials, compiled press lists, monitored press coverage.

CYCLOMUNDO // PR/Marketing Asst. // Geneva, Switzerland 7/2009 – 12/2009

- Sold international cycling vacations, coordinating logistics with suppliers in France, Italy, Switzerland and Spain.
- Created digital assets including press releases, tour descriptions and internal resource guides; managed creation of advertisements, landing pages and video collateral.

CBH COMMUNICATIONS // Public Relations Intern // Boston, MA 1/2009 – 4/2009

- Supported account execs in daily administration, performing market research, fielding calls, scheduling appts, filing news clips and identifying future media opportunities.

Education

NORTHEASTERN UNIVERSITY // BA, Journalism & French Minor // Boston, MA

Awards: Presidential Global Scholarship, Graduated Summa Cum Laude

JOHN CABOT UNIVERSITY // One-month study abroad in video production // Rome, Italy