

Communicator and content writer, editor, developer, and marketer with 10+ years' experience in highly regulated industries, proficient in Spanish and French, extensive experience liaising among multiple departments to effect change, excellent research skills, proactive thinker and multitasker

SELECTED HIGHLIGHTS

TECHNICAL EXPERIENCE

Expert in all MS Office 365 enterprise applications, including Word, Excel, PowerPoint, Outlook, SharePoint, Teams, Power BI, Forms, and Power Automate

Experienced with Google Analytics

Proficient full stack web developer

Expert with Adobe Creative Cloud

Experienced with agile software development

Experienced with content management systems

Experienced with learning management systems, such as Cornerstone OnDemand

Proficient author of software documents

Experienced in online help creation

EDUCATION

University of Pennsylvania

Penn LPS Coding Boot Camp

Completed: Feb. 2020

Curriculum included HTML5, CSS3, JavaScript, jQuery, Node.js, Responsive Design, Heroku, Git, User Authentication, React.js, MySQL, MongoDB

Johns Hopkins University

Graduated: 2010 Bachelor of Arts

Concentrations: Creative Writing, English, Spanish, French, and Natural Sciences

CHARITY WORK

Alzheimer's Association:

Delaware Valley Chapter 2015–present

Yearly Vendor in spring fundraiser

People's Emergency Center:

Philadelphia, PA 2015–present

Yearly vendor in "Eat Dessert First" event

American Red Cross:

SEPA chapter 2014–present

Yearly vendor in "Red Ball" event

RECENT PROFESSIONAL EXPERIENCE

Johnson & Johnson (Skillman, NJ)

Oct. 2019–present

Communications Specialist: Supply Chain Academy

- Develops, builds, and transforms intranet sites to align with Supply Chain Academy Knowledge Center Strategy on the MS SharePoint platform
- Manages graphic and knowledge management design development with vendors
- Writes and edits copy for Supply Chain Academy course offerings
- Builds and distributes Return-to-Workplace programming as part of a change leadership team
- Strategizes and executes effective course offering communications through targeted email campaigns, Yammer articles, and webpages
- Designs, builds, and maintains the Supply Chain Academy metrics collecting process using appropriate Microsoft tools
- Creates surveys to evaluate the results of our training programs using the Kirkpatrick Model
- Streamlines and automates communications processes for senior leaders and subject matter experts

Lincoln Financial Group (Radnor, PA)

Feb. 2018–Oct. 2019

Digital Editor

- Managed digital content creation for LFG.com:
 - Developed company's digital editorial strategy
 - Assessed effectiveness of produced content via surveys and analytics
 - Maintained all content-related MS SharePoint sites
 - Worked across multiple agile teams
 - Provided direction to content writers
 - Ensured all content was ADA compliant
 - Reviewed and approved all content drafts
 - Coordinated compliance review and approval process
- Met with other teams to streamline workflows and content direction
- Created effective presentations to provide stakeholders with quantifiable results of content updates

Nationwide Mutual Insurance Company (Harleysville, PA)

Sep. 2011–Feb. 2018

Market Communications Writer

Apr. 2013–Feb. 2018

- Created, edited, and formatted insurance documents, achieving compliance with state insurance departments and legal counsel
- Categorized and managed the documents on SharePoint sites as well as third party online reference libraries such as ReferenceConnect
- Initiated improvements to customer support through collaboration with different departments, research and fact checking
- Acted as a liaison among the document creators and the end users, ensuring all documents are customer-ready

Operations Support Specialist

Jan. 2012–Apr. 2013

- Orchestrated the company's approach to managing the 500+ accounts affected by the Hurricane Sandy insurance cancellation moratorium
- Wrote business-wide change management communications in relation to Harleysville Insurance's recent merger with Nationwide Mutual Insurance
- Prepared documents and insurance forms required by governmental bureaus as well as other regulatory bodies
- Provided support, technical and procedural assistance to outside vendors and agencies

Risk Control Technician

Sep. 2011–Jan. 2012

- Determined means of reducing insured's risk of loss and advised them of these findings
- Communicated with underwriters to ensure that the insured is complying with the recommendations

(Continued)

Special Events and Public Relations Intern

- Briefed Communications Director on key issues for conference calls with news media, as well as drafted press releases and public service announcements
- Edited and proofread websites for upcoming events
- Utilized a PR tracking system to quantify success of marketing campaigns
- Researched and targeted communications to potential and repeat donors
- Publicized events using social and traditional print media

Consumer Services Experience

Demestia Baking Company, LLC (Lansdale, PA)

Jan. 2014–Present

Owner

- Founded the company in 2014
- Creates and distributes all products, including baking, decorating, delivering, marketing, and billing

Bath and Body Works (North Wales, PA)

Oct. 2010–May 2018

Sales Associate

- Promoted products to customers and meet sales goals
- Created product displays