

Content writer, editor, and developer with 8+ years' experience, 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 applications, including Word, Excel, PowerPoint, Outlook, Forms, and Flow

Expert in MS SharePoint

Expert with Adobe Acrobat Pro

Familiar with agile software development

Familiar with content management systems

Proficient author of software documents

Experienced in online help creation

### EDUCATION

#### **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

### **Lincoln Financial Group** (Radnor, PA)

Feb. 2018–present

#### *Digital Editor*

- Manages digital content creation for LFG.com:
  - Develops company's digital editorial strategy
  - Assesses effectiveness of produced content via surveys and analytics
  - Maintains all content-related MS SharePoint sites
  - Works across multiple agile teams
  - Provides direction to content writers
  - Reviews and approves all content drafts
  - Coordinates compliance review and approval process
- Meets with other teams to streamline workflows and content direction
- Creates 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
- 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

### **American Red Cross**

May 2007–Jun. 2011

#### *American Red Cross, SEPA Chapter* (Philadelphia, PA)

Nov. 2010–Jun. 2011

#### *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*

- Promotes products to customers and meet sales goals
- Creates product displays