

## *Experience*

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### **GENERAL ASSEMBLY**, San Francisco, CA

Education Programs Manager, Technical Immersives

October 2014-Present

- Manage the Web Development Immersive (WDI) Program, a 12-week full-time course that transforms programming novices into employable web developers
- Responsible for overseeing students during their time at General Assembly to ensure their expectations align with what we deliver
- Manage instructional team to maximize student experience in the classroom
- Develop and manage relationships with local influencers and companies to enrich WDI programming, curriculum and student experience
- Produce content for GA global blog and social media platforms

### **VAYNERMEDIA**, New York, NY

April 2013-September 2014

- Launched and managed VaynerMedia's first ever brand-sponsored web editorial property
- Developed long-term social media and content marketing strategies to drive clients' business objectives, including increasing revenue, raising brand awareness and strengthening brand equity
- Managed accounts across a variety of Fortune 500 companies and brands; oversaw all client deliverables and day-to-day communication
- Managed multidisciplinary internal teams, as well as all inter-agency relations, in order to execute against marketing strategies and client goals
- Identified and cultivated opportunities for growth with current and potential clients, as well as other strategic partners
- Analyzed and reported on account metrics; tracked progress towards goals

### **TIME INC. CONTENT SOLUTIONS**, New York, NY

October 2012-April 2013

Assistant Editor

- Developed, implemented and managed new editorial process within Time Inc.'s dedicated content advertising and marketing division
- Primary point-of-contact between internal teams and clients, including Bank of America, Merrill Lynch and Ford
- Facilitated communication and workflow among in-house editorial, art and accounts teams to produce weekly and monthly content
- Wrote and edited both digital and print content; managed team of freelance writers

### **FREE PRESS, SIMON & SCHUSTER**, New York, NY

August 2009-August 2011

Editorial Assistant

- Oversaw approximately 20 titles per year through production process from proposal to finished book
- Read, evaluated and edited 15-20 manuscripts per month
- Wrote jacket, catalogue and marketing copy; prepared PR, sales and marketing materials

## *Education*

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### **NORTHWESTERN UNIVERSITY, Medill School of Journalism**

August 2012

- Master of Science; Journalism, interactive media concentration
- Member, Kappa Tau Alpha, national journalism honors society
- Wrote, edited and managed content for Medill's wire service and website

### **UNIVERSITY OF VIRGINIA, College of Arts & Sciences**

May 2009

- Bachelor of Arts; Distinguished Major in Classics and Major in History