

WORK EXPERIENCE

Cover, New York, Digital Marketing, Content & Partnerships

August 2014 – Present

- First marketing hire in an early-stage start-up; focused on user acquisition, brand awareness, and growing the marketing team
- Develop and execute on marketing strategies related to social media, email marketing, partnerships, and user acquisition / activation
- Manage email marketing and launch strategies in New York, San Francisco, Los Angeles, Miami, and London
- Responsible for creating content and building all customer-facing emails using YAML, GitHub, and CircleCI
- Work closely with restaurants, community influencers, and publications on strategic growth partnerships
- Collaborate with product development team on in-app copy and content for product announcements and updates
- Coordinate PR efforts and content strategy for external communication, including the company blog and announcements
- Represent Cover at tech conferences and events including NYTech Day, Uncubed, and NewCo.

We Are Magnificent and Happy, Freelance Consultant

Summer 2015—Present

- Advised and executed on blog content and email marketing

Brooklyn Based, Wakefield, and MediaBistro, New York, Freelance Writer

Summer 2014—Present

- Pitched and wrote stories about the New York City tech and restaurant community

HowAboutWe for Couples, New York, Date Experiences Editor

September 2013 – August 2014

- Curated and designed unique, on-trend and seasonal date experiences
- Generated leads for Account Executives, met with partners and strategized on negotiations
- Managed a team of freelance writers and photographers
- Created email marketing schedule; produced emails and wrote subject lines; QA for five markets
- Managed social media strategy and content creation for five markets
- Launched the Los Angeles market and managed National DateBook daily

Time Out New York, New York, E-commerce Content Producer

January 2013 – September 2013

- Contributed offer ideas; generated lead and event ideas for sales team
- Created and wrote sellable content for offers; chose and edited images to appear in offers
- Curated daily Time Out Kids Offers e-mails and wrote subject lines; scheduled in Sendgrid
- Communicated with partners regarding marketing strategy and initiatives

BRIDES magazine, New York, Assistant Editor

December 2009 – January 2013

- Contributed and produced stories for magazine and blog
- Developed relationships with vendors and public relations contacts
- Identified trends and translated into on-brand content for the magazine and blog
- Researched products and sources for BRIDES; supervised call-ins for products; styled on-set

Down to Earth Finance, New York, Freelance Social Media Consultant

January 2013 – April 2013

- Built brand and drove traffic through sticky social media outreach on multiple platforms for optimum conversion rate

Beauty News NYC, New York, Freelance Writer

November 2012 – June 2012

- Pitched, researched and wrote stories on New York bars and restaurants, as well as new beauty products

Standing Cloud, New York, Freelance Researcher

February 2011 – July 2011

- Researched social media mentions for open-source software apps; wrote weekly summary of market research

CC: Magazine, Connecticut College, Freelance Writer & Intern

Fall 2008 – Winter 2011

- Pitched, researched and wrote articles on topics targeted to audience of 27,000 alumni and parents

INTERNSHIPS

Recessionwire.com, New York, Intern

August 2009 – January 2010

- Pitched, researched and wrote articles on issues relevant to the recession
- Utilized Campaigner software and edited HTML code for newsletter distribution

Condé Nast Traveler magazine, New York, NY, Intern

Summer 2009

- Conducted background research for stories, including gathering information on 700+ hotels and resorts for “Gold List” annual feature story

Rolling Stone magazine, New York, NY, Intern

Summer 2008

- Assisted editors and contributing writers in researching and fact-checking for articles

EDUCATION

Connecticut College, New London, CT

BA Requirements Completed December 2009

Major: Sociology-Based Human Relations

Honors: Phi Beta Kappa, Summa Cum Laude, Distinction Within Major

Overall GPA 3.89

Princeton Day School, Princeton, NJ

1994 – 2006

SKILLS

Adobe Photoshop · Pixelmator · MailGun · Wordpress · Sendgrid · Salesforce · Hootsuite · Buffer · MailChimp · Twitter & Facebook Ad Platforms