# profile

Growth-focused marketing communications manager. Research and results-driven strategies employing persuasion tactics in print, online, video, media, community relations, network development, and events.

# Experience

## DriveR, Uber: Bridgeport, Connecticut — 2018-2020

## Marketing communications coordinator, engage staffing: bridgeport, Connecticut — 2017-2018

Implemented marketing communications plan for temporary staffing and talent recruitment firm. Enhanced online candidate recruiting with improved social media. Worked with applicant tracking system.

## principal consultant, straight talk public relations: Cambridge, Massachusetts, and Bridgeport, Connecticut — 2009-2017

Solo public relations practice. Media relations and blogging for launch of email software application. Marketing plans and media relations for workforce development agency. Online and e-newsletter copy and video scripts for theological seminary.

## Development associate, Meadville Lombard theological school: Chicago, Illinois — 2008-2009

Writer | researcher | editor

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Improved donor tracking system and donor communications for graduate seminary.

## Senior writer, Canright communications: Chicago, Illinois — 2007-2008

Sales development and collateral marketing material copy.

## Principal consultant, davidoff public relations: indianapolis, indiana — 2002-2006

Print, online, and video content creator for clients including automotive product manufacturers, office furniture retailer. Community relations for interstate highway planning process and state National Guard headquarters.

## Communications director, Indiana democratic party: indianapolis, Indiana - 1999-2001

## Marketing Communications director, Indiana housing finance authority: Indianapolis, Indiana - 1994-1999

## Principal consultant, davidoff business communications: Indianapolis, Indiana - 1993-1994

## Marketing communications director, Hudson institute: indianapolis, Indiana - 1992-1993

## Staff writer, the indianapolis news: indianapolis, Indiana - 1983-1992

## Staff writer, the Raleigh times: Raleigh, North Carolina - 1981-1983

# education

Duke University: Durham, North Carolina — B.A. History, 1980