

PROFESSIONAL PROFILE

- Seasoned writer, with a variety of published works from press releases to headline news to arts features to web copy
 - Well-organized, with experience competently managing several projects and clients simultaneously
 - Excellent project management skills, consistently meeting deadlines and exceeding client/company expectations
 - Proven ability to act as a liaison between clients and internal team members, effectively identifying expectations and directing project execution
 - Strong and efficient communicator, practiced in working well both independently and collaboratively with a variety of personalities
 - Leader in creation, management, and utilization of social media accounts that reflect clients' brand standards and mission, including Facebook, Twitter, and blog entries
-

PROFESSIONAL EXPERIENCE

ACCOUNT COORDINATOR, LENZ INC. DECATUR, GEORGIA, MAY 2010-PRESENT

- **Marketing Strategy** Generate, execute, and manage both broad marketing strategies and targeted objectives
- **Cross-Functional Communication** Communicate with both client and internal team to facilitate design, print, PR, web, and interactive marketing projects
- **Customer Development** Primary client contact for: Georgia Cancer Specialists, Resurgens Orthopaedics, the AJC Decatur Book Festival, and Longleaf Hospice

EDITORIAL INTERN, PASTE MAGAZINE DECATUR, GEORGIA, JAN 2010-MAY 2010

- **Publication Development** Conceived, wrote, and published several entertainment news articles on a daily basis for pastemagazine.com
- **Grass Roots Research** Conducted interviews with musicians and artists for in-depth feature pieces

ENGLISH TEACHER, FULBRIGHT SCHOLAR TERENGGANU, MALAYSIA JAN 2008-AUG 2008

- **International Practice** One of 13 Americans brought to an Eastern state in Malaysia to teach conversational English to local students
 - **Training & Facilitation** Planned lessons, taught classes, and coordinated extracurricular English-speaking events for an all-girls' secondary school (students aged 11-18)
-

EDUCATION

- **Medill School of Journalism, Northwestern University, Evanston, Illinois**
Master of Science in Journalism, December 2009 | GPA: 3.746
 - **Samford University, Birmingham, Alabama** | Bachelor of Arts, *magna cum laude*, May 2007
Majors: Journalism/Mass Communication and Spanish | GPA: 3.927
-

TECHNICAL SKILLS

- Experience with web editing program and language, including Moveable Type and html
- FinalCut Pro and Adobe InDesign proficient
- Practiced with new media such as Facebook, Twitter, Google AdWords, and search engine optimization
- Well-developed research and fact checking abilities
- Microsoft Word, Excel, and PowerPoint proficient (both Mac and PC)