
Communications & Marketing Profile

7+ years of success leading brand-aligned content creation within higher education environments

Accomplished communications and marketing expert with versatile experience driving organizational goals through innovative and effective promotional strategies. Strong communicator proven to research, write, edit, and publish top-quality content across various multimedia channels to grow audiences and engagement. Collaborative team leader with experience coordinating various successful projects and marketing initiatives in educational environments.

Highlights

- ♦ Strategic Marketing Plan Development
- ♦ Relationship Building & Media Relations
- ♦ Google & Adobe Systems
- ♦ Website Content Strategy
- ♦ Social Media Strategy
- ♦ Video and Photo Production and Editing
- ♦ Email Marketing & A/B Email Testing
- ♦ Web Development: HTML & CSS
- ♦ Technical & On-Page SEO, Keyword Strategy
- ♦ Marketing Analytics & Channel Performance

Relevant Career Experience

College of Life Sciences & Agriculture, University of New Hampshire, Durham, New Hampshire

COMMUNICATIONS INFORMATION SPECIALIST (May 2022 to Present)

- ♦ **Communications strategy.** Lead communications and outreach for the New Hampshire Agricultural Experiment Station (NHAES), including communications planning, news and research coverage, email marketing, website management, social media strategy, and content development.
- ♦ **Public relations and community outreach.** Organizing and promoting onsite UNH events, such as farm visits, and creating materials for and presenting at industry-related events and meetings. Manage a media outreach strategy for NHAES and the UNH's College of Life Sciences and Agriculture (COLSA), resulting in media placements in high-profile regional publications that include the Boston Globe, NHPR, News Center Maine, and niche-targeted publications, i.e., the New Hampshire Farm Bureau's newspaper and the Northeast Organic Farming Association.
- ♦ **Email outreach.** Manage all areas, including building email lists and designing and building emails. Launched and grew NHAES's monthly external newsletter, Station Science, and spearheaded A/B testing of email campaigns.
- ♦ **Content creation.** Create articles, videos, webpages, and marketing emails. Content highlights the research of faculty, students, and postdoctoral candidates across COLSA's four departments: Natural Resources and the Environment, Agriculture, Nutrition and Food Systems, Biological Sciences, and Molecular, Cellular, and Biomedical Sciences.
- ♦ **Production management.** Manage production, layout, and promotion of NHAES flagship research publication *INSPIRED*.

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Carsey School of Public Policy, University of New Hampshire, Durham, New Hampshire**DIGITAL MEDIA COORDINATOR** (July 2019 to May 2022)

- ♦ Oversaw all digital communications for the Carsey School. Leveraged a variety of tactics, including video, SEO, email marketing, and paid and organic social media, to communicate news, events, and research occurring at the school.
- ♦ Served as a lead marketing representative for the Presidential Primary Speaking Series at the Carsey School. The speaking series brought nine cross-partisan candidates for U.S. President during the 2020 elections to discuss policy issues. Managed all digital marketing promotions for these events and assisted in capturing event content. Also, facilitated logistics with candidate teams and event partners.
- ♦ Created and published video and photo social content and maintained editorial schedules. Supervised student content development team and identified best-performing content via analytics. Researched and incorporated new social media tools.
- ♦ Email campaigns. Developed and distributed 1-2 email campaigns per week. Managed campaign metrics. Used cross-channel strategies to increase social media followers and newsletter signups.
- ♦ Grew leads by strategically marketing a series of informational and content-driven webinars across six or more digital channels, including email, paid content, and organic social media.
- ♦ Lead content and SEO strategy for a 500-plus page Carsey School website. Designed and built new web pages.
- ♦ Implemented the first SEO strategy for the Carsey website by improving local and on-page technical SEO.

Mt. Hood Community College, Gresham, Oregon**MARKETING AND COMMUNICATIONS COORDINATOR** (January 2017 to April 2019)

- ♦ Spearheaded all content creation and management to develop engaging branded materials for publication across multiple internal and external channels.
- ♦ Cultivated productive community connections by revitalizing working relationships with local news outlets, resulting in increased coverage from regional media sources. Managed budgeting and relationship building related to external Mt. Hood Community College (MHCC) advertising and media agencies, including digital and print media.
- ♦ Provided communications support to the MHCC Foundation, including overseeing alumni-based news and outreach by establishing a weekly social media campaign and developing a web portal for alumni content (mhcc.edu/AlumniStories).
- ♦ Led tri-annual newspaper production for *College + Community News*, serving as primary writer, editor, and photojournalist for content with distribution of 150,000+ regional addresses.
- ♦ Created top-quality newsletter content and publication standards, resulting in the department earning the *Silver Medallion Award* in the Newsletter category from the National Council for Marketing and Public Relations.

Education & Credentials

Master of Science in Corporate and Organizational Communication, 2016

Northeastern University, Boston, Massachusetts

- ♦ *Concentration: Social Media and Online Communities*

Bachelor of Arts in English Journalism, 2006

University of New Hampshire, Durham, New Hampshire

Professional Development & Certifications

- ♦ UNH Digital Marketing Certificate (earned 2024)
- ♦ UNH Professional Development & Training courses (2022-present): InDesign (Level I, II, III), Intro to User Experience, Local Search and SEO, Email Marketing Strategy & Execution, Content Marketing, Introduction to Basic Project Management and AI and Marketing Automation: The Future of Digital Marketing
- ♦ Technical Writing (California State University, East Bay)
- ♦ Technical Writing (University of California, Riverside)
- ♦ Google Analytics & Google AdWords (Fundamentals, Search Advertising, Display Advertising)

Awards

- ♦ Earned first place award in the “feature photo” and third place award in “news photo” categories for Maine Press Association's 2007 Better Newspaper Contest.
- ♦ Won second place in “environmental reporting” in the New England Press Association's 2007 Better Newspaper Contest.

Technical Skills

- ♦ **Marketing analytics:** Google (Google Analytics, Tag Manager, Search Console, Looker Studio)
- ♦ **Web content management:** HTML, CSS, Drupal (vs. 7-9), WordPress.org
- ♦ **SEO and SEM:** Technical and on-page SEO, Keyword Research, Local SEO, Moz Pro, Little Forest, Google Business, Google Ads
- ♦ **Email marketing and CRM:** Salesforce CRM (Lighting and Classic), Target X, FormAssembly, MailChimp, Constant Contact, MyEmma
- ♦ **Project management:** MS Teams, Basecamp, Wrike
- ♦ **Social media management:** Facebook Pages, Facebook Business Manager, Facebook Analytics, Twitter, LinkedIn Pages, Instagram, YouTube, HootSuite, TweetDeck, Buffer, Sprout Social, Canva
- ♦ **Content creation:** Adobe (Photoshop, InDesign, Acrobat, Premiere Pro, After Effects)
- ♦ **Live streaming and webinar management:** YouTube and Facebook Live streaming, Zoom Meetings and Webinar
- ♦ Microsoft Office (Word, Excel, PowerPoint, Outlook, OneDrive) and Google tools (Docs, Slides, Sheets, Drive)