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## PROFESSIONAL SUMMARY

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Experienced professional offering proven success in managing global teams and helping Fortune 500 companies execute strategic marketing and communications programs in over 200 languages, across 95+ countries. Recognized for the ability to deliver exceptional results in fast-paced, dynamic environments.

*Key skills:*

- Jira, Asana, Monday.com
- Social Media Management
- Digital Marketing
- WordPress
- Brand Strategy
- Content Marketing
- Google AdWords
- Google Analytics
- Adobe Creative Suite

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## RELEVANT EXPERIENCE

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BRAND ARCHITECT (FREELANCE) Dec 2020 – Present  
Kaddie Denver, CO

- Serve as the primary point-of-contact for clients to identify marketing communications opportunities and requirements
- Assist in business and project planning, software onboarding, media implementation, category and creative research
- Lead logistical execution of creative production, own copywriting for the company blog and social media accounts

CREATIVE PROJECT MANAGER Feb 2019 – Present  
Wordbank Denver, CO

- Serve as the lead Project Manager for premier accounts requiring cross-functional collaboration with key stakeholders
- Manage collaboration with an international network of 300+ linguists and designers
- Spearhead an agile team of 2-3 members while managing a portfolio of accounts, keeping track of profit, revenue, and ensuring quality and SLA targets are exceeded
- Identify efficient and scalable process improvements to optimize workflow, resulting in a 17% decrease in COS
- Drive and establish processes to address and resolve customer concerns or issues around quality of services delivered

BRAND MANAGER Jun 2018 – Dec 2018  
The Paella Club Barcelona, Spain

- Performed consumer research to identify key brand values and areas of growth
- Orchestrated a comprehensive rebrand that resulted in an increase of company profits by 40%
- Directed marketing projects to foster brand awareness and lead generation to increase customer engagement by 60%
- Leveraged industry trends and competitive analysis to improve customer relationship building
- Improved brand image by overhauling WordPress website to enhance UX, resulting in 150% increase in website traffic

STRATEGIC COMMUNICATIONS CONSULTANT Dec 2017 – Jan 2018  
Coffee Ideas! Kuliapalayam, India

- Consulted for local business to establish areas of growth and developed achievable strategy for improvement
- Pioneered communications audit and collaborated with local team to establish annual communications strategy
- Created innovative and targeted collateral to support objectives for the annual communications plan

OFFICE ASSISTANT Jun 2016 – Aug 2017  
University of Pittsburgh: Graduate School of Public Health Pittsburgh, PA

- Provided comprehensive support for senior-level staff
- Performed regular website audits and maintenance to ensure functionality and accuracy of digital content
- Created unified messaging of public relations efforts in conjunction with communications campaigns

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## EDUCATION & HONORS

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M.A. GLOBAL COMMUNICATIONS Aug 2017 – July 2018  
The American University of Paris Paris, France

- Summa Cum Laude; courses focused on branding, advertising, strategy, visual design, and digital marketing

B.A. LINGUISTICS, CERTIFICATE IN AMERICAN SIGN LANGUAGE Aug 2013 – Apr 2017  
University of Pittsburgh Pittsburgh, PA

- Summa Cum Laude, University Honors Scholar Award, Dean's Honor list 2013-2017