

Profile

I'm a writer and an editor who uses her marketing moxie to identify target audiences, engage readers, and produce quality content across channels. Looking to trade in dashboards for Dior.

Experience

Associate Editor, Direct Marketing News, New York, NY — Sept. 2013-Present

Edit the "Spotlight" column and keep track of writers' deadlines; write articles for the website and monthly print magazine, including blogs, cover stories, features, and news; pitch content ideas; create themes for weekly infographics; host webcasts; cover and speak at industry-related events; send out weekly newsletters via Silverpop; upload stories via CMS; fact-check

Reporter, Direct Marketing News, New York, NY — Aug. 2012-Sept. 2013

Same as above—aside from "Spotlight" column responsibilities

News Desk Intern, CBS News, London, England — Feb. 2011-April 2011

Primarily focused on royal wedding and Arab Spring coverage, conducted on-camera interviews, transcribed interviews, researched news stories, communicated with overseas news bureaus, wrote articles for the CBS News website via CMS, assisted producers with segments for *The CBS Early Show*, *The CBS Evening News*, *CBS Sunday Morning*, and *The CBS Weekend News*

Editorial Intern, Men's Fitness, New York, NY — May 2010-Aug.2010

Wrote articles for the Men's Fitness website and for the "Fit Food," "What Matters to Men," "Get Big," and "Gut Check" sections of the monthly magazine; served as temporary assistant to Editor in Chief; researched story ideas; utilized K4 software; pitched article ideas; created photo contact sheets; conducted interviews with celebrity chefs and nutrition specialists; attended press events

Fitness Account Executive & Blogger, Oak Creek, WI — June 2009-Nov 2009

Researched trends for fitness articles; wrote and edited fitness blogs and presentations; conducted telephone sales for fitness plans ranging from \$65-\$6,000; introduced company to Facebook, Twitter, and YouTube; contacted clients via telephone, direct mail, and email; handled public relations tasks such as locating venues for seminars; maintained data entry

Education

Boston University, Boston, MA — B.S. Journalism, B.A. Psychology, 2012
Mediabistro — Intermediate Copy writing, Spring 2014

Skills

Experience with CMS, Facebook, Microsoft Word, Microsoft Excel, Pinterest, Power Point, Silverpop, Twitter, Tweet Deck, Wix,

Basic knowledge of Adobe Lightroom, Final Cut Pro, iMovie