



STORYTELLER

Observant and collaborative writer dedicated to building relationships, solving problems and digging deep. Creative, empathetic and resourceful storyteller empowering change through narrative. Fast and curious learner who uses effective digital strategies to engage audiences with a mission or brand.

EDUCATION

University of Wisconsin-Madison (2018)
Masters in Journalism and Mass Communication

University of Buffalo (2017)
Bachelor of Arts in Communication

SKILLS

- AP Style
- Writing
- Adobe Creative Suite
- Strength-based communication
- Humor & imagination
- Adaptability
- Planning
- Persistence
- Research

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WORK EXPERIENCE

ELKS NATIONAL FOUNDATION

Communications Coordinator

Aug 2019 - Present

- Organizes and executes comprehensive strategies to promote the Foundation's programs, meet critical fundraising needs, and increase engagement with the Foundation's platforms and mission
- Creates, edits, and publishes informational materials, feature stories, newsletters, videos and social content
- Manages and maintains brand and style continuity across departments and social media platforms
- Oversees the production of Heartbeat, a quarterly print and online newsletter. Plans and creates written content, assists with layout, selects photos and proofreads. Manages an interdepartmental team through the content creation and proofreading process
- Supervises a programs assistant in archival and research work in the lead up to a 50th anniversary program event
- Led a social campaign to garner video engagement on YouTube, resulting in a 136 percent increase in channel subscriptions, 18 percent increase in viewers and a 100 percent increase in watch time
- Leveraged a multi-channel campaign to more than double fundraising outcomes on Giving Tuesday in 2019, doubling the number of recurring gift sign-ups, one-time gifts and average contributions

MADISON COMMONS

Reporting Intern

Jan 2018 - Dec 2018

- Covered breaking news and events and reported in-depth feature stories about the Madison community
- Adhered to strict deadlines, pitched stories and attended weekly editorial meetings

CURB

Lead Writer

Aug 2018 - Dec 2018

- Held an editorial leadership position, which included copy-editing and fact-checking before print and online publication
- Independently reported an in-depth feature story and two alternative story forms
- Co-reported a long-form digital feature with the lead writer team and a podcast alongside two fellow graduate students

WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

Investigative Reporter

Jan 2018 - June 2018

- Conducted a four-month investigation into the effects of Wisconsin's redistricting process and the potential consequences of the Supreme Court's ruling in Gill v. Whitford that garnered nationwide views
- Honed interviewing and research skills and established fact-checking abilities