

EXPERIENCE

THE NATIONAL CENTER FOR YOUTH LAW - Oakland, CA

Web Editor – July 2015 to Present

- Managed growth efforts for TeenHealthRights.org, increasing traffic by 300% and engagement by 230% in six months
- Managed social media accounts for the Teen Health Initiative, growing followers from zero to 360 in six months
- Rebuilt and redesigned TeenHealthLaw.org using WordPress, custom theme design, and custom code
- Assisted with content marketing initiative, recruiting writers to generate original content and serving as copy editor

SAN FRANCISCO COURT APPOINTED SPECIAL ADVOCATE PROGRAM – San Francisco, CA

Development & Online Communications Coordinator – May 2016 to Present

Development Assistant – September 2014 to May 2016

- Built and reorganized new website from scratch using Squarespace, resulting in a 110% site traffic increase in one year
- Implemented Mailchimp email system, designing and coordinating majority of online donor and volunteer correspondence
- Assisted with event planning, managed volunteer recruitment, oversaw silent auction for annual fundraising gala, raising \$500,000
- Entered contributions into Raiser's Edge. Prepared weekly donation reports and acknowledgment letters
- Assisted with bi-annual donor mailings and oversaw social media outreach efforts on Twitter and Facebook
- Designed collateral for volunteer recruitment, print mailings, and fundraising gala using InDesign and Photoshop

BRIT + CO. – San Francisco, CA

Editorial Contributor & Part-Time Copy Editor – August 2014 to May 2016

- Wrote 15-20 pieces per week on food, technology, style, design, and health news (until Feb. 2015)
- Substituted for copy editor, reviewing and editing 20-25 pieces a day before publication on site

SUBSTANCE AND ANXIETY INTERVENTION LAB – National Center for PTSD, Menlo Park, CA

Research Assistant II – August 2014 to August 2015

- Worked on two projects examining interventions for Veterans with PTSD and co-morbid disorders
- Assisted with database creation and management, survey administration, data entry, and feasibility testing

CUSTOMER.IO – New York, NY

Marketing Manager – February 2014 to August 2014

- Developed and wrote in-depth articles and resources to be featured on the blog and email newsletters
- Monitored Google Analytics and ran A/B tests to grow onsite conversions by 24%
- Wrote lifecycle emails and website copy to nurture leads and build engagement around product

MONGODB – New York, NY

Content Marketing Assistant – October 2013 to February 2014

- Pitched, researched, and wrote content for the MongoDB company and tech blogs
- Ran content production and promotion campaigns, growing monthly blog views by 80%

ARTISAN BOOKS, WORKMAN PUBLISHING – New York, NY

Publicity/Editorial Intern – August 2013 to October 2013

- Performed administrative tasks to support senior staff. Prepared press materials using InDesign and Photoshop

HAVERFORD COLLEGE – Haverford, PA

Communications Associate – September 2011 to May 2013

- Wrote blog posts and edited alumni magazine features. Managed and updated alumni information through Raiser's Edge database

EDUCATION

Columbia Mailman School of Public Health – New York, NY

MPH expected May 2018

Sociomedical Sciences, Public Health Informatics certificate

Haverford College - Haverford, Pennsylvania

B.S. received May 2013

Psychology, French minor, Peace Justice, & Human Rights concentration

SKILLS AND PROFICIENCIES

Squarespace, Wordpress, Mailchimp, Google Analytics, Google AdWords, Twitter Analytics, Twitter, Buffer, Raiser's Edge, Greater Giving, Bidding for Good, Razoo, Markdown, HTML, CSS, Community Outreach, Volunteer Management, Copywriting, Editing, Blogging, Research, Data Entry, MS Office (Word, Photoshop, Excel), Adobe Creative Suite (InDesign, Photoshop, Illustrator), Facebook, LinkedIn, Constant Contact, SPSS, ABBYY