
PROFESSIONAL EXPERIENCE •

Freelance Writer; 2006-Present.

- Contribute original written content for web and social media for clients and local, national and international digital media outlets to aid with refining site development and brand identity to increase social engagement, web traffic and growth.
- Demonstrate the consistent ability to produce high quality work while meeting tight deadlines and working with a variety of clients.
- Effectively utilize WordPress, SquareSpace, Adobe Creative Suite, Microsoft Office, content management systems, social media platforms and scheduling services.

BET, Staff Writer, January 2016-Present.

- Create original written content for BET's digital platform daily, working on an assignment and pitch basis, with a focus in music. Additionally contributing features such as artist interviews, list articles, photo galleries and live event coverage.

Spotify, Freelance Contributor, June 2016-Present.

- Assisting the company's top content curators, working specifically on the weekly #NewMusicFriday playlist, in collaboration with **Billboard.com**.

TheSource.com, Contributing Writer, November 2015-September 2016.

- Create original written content for *The Source Magazine's* digital platform daily, working on both an assignment and pitch basis.
- Work published in *The Source's* first-ever digital issue, print issue #269 and print issue #270, available and distributed nationally.

SayITru.com, 2015.

- Developed a brand identity executed through discussing the client's core message and target audience resulting in engaging and effective copy, tailored to meet brand requirements and language preferences.

Beat*Shot Productions; Just Pretend Records; Sub-Bombin' Records, 2012-2015.

- Created press releases, blog content, artist biographies and electronic press kits for independent record labels and music production companies that resulted in polished promotional materials consistent with each company's mission statement, to assist with branding, audience growth and engagement through social media and community outreach.

Star Bartending Institute, 2013-2014.

- Researched, wrote copy and designed the layout for a 150-page textbook that resulted in an effective teaching guideline for students and teachers alike, abiding by New York State Department of Health regulation.

KeepAlbanyBoring.com; Editor, Content & Social Media, September 2010-March 2015.

- Ensured brand development and effective site growth by working closely with the founder to curate, create and distribute original content targeted to engage a specific audience.
- Met website and social media goals each week and achieved several milestones in readership and increased traffic through writing consistent blog posts, conducting interviews, organizing press credentials for events, coordinating ticket giveaways on social media, conducting a weekly radio show at WCDB.FM and organizing a monthly event.
- Managed editorial team and edited site copy.
- Assisted with strengthening brand identity and acted as an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.

Beatport News; Freelance Writer, October 2012-June 2013.

- Conducted interviews, compiled features and completed miscellaneous writing assignments from the editor.

Organic by John Patrick; Social Media Editor, March 2013-July 2013. Executive Assistant, January 2015-March 2015.

- Act as a creative member of the company responsible for communicating the message and inspirations for the brand by managing social media and blog content.
- Curated, created and managed all public content to achieve positive website, social media and sales growth targeting the company's ideal customers.
- Spoke on behalf of John Patrick as a representative of the brand at the 3rd Annual Fashion Law Symposium at Fordham Law, presenting a speech written from Organic's specific viewpoint.
- Assisted the owners with various tasks, such as assisting with inventory, shipping, line sheets and organization that emphasized productivity and improved company efficiency.

Hounds on the Hudson; Executive Assistant, August 2013-June 2014.

- Administered all invoicing, scheduling, monthly newsletters and promotional materials, as well as conducted retail sales and assisted with all various forms of daily client communication.
- Cultivated strong community and client relationships by maintaining a professional and friendly demeanor in all client communication, both as an assistant and a dog-walker, essential for a growing, local business with a positive reputation.

Lang Media; Associate Editor, December 2011-July 2013.

- Created original written content and copywriting for the start-up website, Albany2cents.com, hitting a daily quota of articles published.
- Created and administered contest campaigns through social media, resulting in increased audience engagement.
- Managed and trained editorial team.

EDUCATION • University at Albany, Bachelor of Arts in English and Journalism, May 2011