



social media strategy
with near-perfect grammar
and a little bit of glamour

Work Experience

Social Media and Digital Content Supervisor at Brownstein Group in Philadelphia June 2016–Present
Leading the development of digital content strategies, social media strategies, campaigns, and activations, as well as providing internal counsel on social media trends and platform updates

Clients: IKEA USA, National Lacrosse League, and DuPont

Social Strategist at O₃ World in Philadelphia May 2015–May 2016
Led the creation of a new social media offering, while spearheading marketing and public relations efforts for the agency and its one-day event for digital innovators, Forge Conference

Award: Webby Awards Official Honoree for Best Events Website (ForgeConf.com)

Social Media Supervisor at LevLane in Philadelphia June 2014–May 2015
Led the social media practice, responsible for all client social media strategy, including the creation of thoughtful and forward-thinking content strategies, community management, reputation management, and reporting

Clients: Massage Envy Spa, Rothman Institute, the Philadelphia Recycling Office, MDVIP, the Mayor's Office of Transportation and Utilities, Philadelphia International Airport, and more

Social Media Manager at LevLane in Philadelphia September 2013–May 2014
Created, executed, and measured effective, engaging social media content and community-building strategies

Corporate Communications Associate at Digitas Health in Philadelphia March 2010–August 2013
Coordinated strategic marketing and public relations opportunities, while managing global social media strategy for the largest digitally-native brand agency in health and wellness

Professional Involvement

Host of CreativeMornings Philadelphia November 2016–Present

Technology Connector with the Arts + Business Council of Greater Philadelphia March 2016–Present

Board Member for Social Media Club Philly 2014–2015

Volunteer Social Media Strategist for Art Directors Club Global Portfolio Night Spring 2015

Education

B.S., Business Administration at the University of Delaware in Newark January 2010

Thought Leadership

Philly Tech Week 2016 – “Technical.ly Introduced: A Curated B2B Event” May 2016

Philly Tech Week 2015 – “Using Social Media to Connect and Convert Customers” April 2015

Pennsylvania Conference for Women – “Creating a Powerful Story with Instagram” October 2014

AWNY Career Conference – “How to Market Like a Digital Rockstar” November 2010