



**EXPERIENCE**

**Digital Performance Analyst, Choice Hotels International**

Mar. 2015 – Dec. 2017, Phoenix, Arizona

Enhanced and increased digital presence of over 400 U.S. hotels by providing recommendations for SEO, branding, reputation management, and social media best practices. Kept up to date with SEO changes and industry trends to maintain high search engine ranks for properties. Obtained 250+ organic backlinks annually, netting \$1 million in revenue during the first nine months of 2017. Managed Google My Business and Yext listings for large portfolio to increase revenue and occupancy for 10 hotel brands.

**Content Editor, Choice Hotels International**

Sept. 2013 – Mar. 2015 Phoenix, Arizona

Responsible for content creation and editing and uploading photography for over 6,000 domestic and international properties. Consistently delivered exemplary customer service to franchisees.

**Freelance Multimedia Journalist, Voice Media Group**

Jan. 2011 – Present, Phoenix, Arizona

Photographs concerts, events, breaking news, and food for Phoenix New Times and Voice Media Group affiliates. Regularly films and edits short videos for national distribution. Creates blogs and feature stories for web and print.

**Freelance Photographer: AZCentral, Rolling Stone, Time, Livenation TV, Getty Images, Afar, Avon, Leafly, Steve LeVine Entertainment, Russo and Steele.**

Mar. 2013 – Present, Phoenix, Arizona

Thrives in the gig economy by running her own business. She has singlehandedly increased her SEO ranking and social media presence by interacting with her target market. Photographs concerts, nightlife, and political events for various publications. Adheres to strict deadlines and often submits deliverables ahead of schedule. Effective at balancing multiple assignments and deadlines at once.

**WORKPLACE ENGAGEMENT**

Served as Phoenix Event Coordinator for Choice Hotels’ LGBTQIA organization, PRIDE. Maintained an open dialog between LGBTQIA associates and human resources to make the workplace feel like the safest environment possible. Worked with fellow PRIDE members to help Choice score a perfect 100 on HRC’s Corporate Equality Index for seven consecutive years. Also very active in the Women’s Business Alliance and the Young Professional’s Alliance.

**EDUCATION**

**Arizona State University**

2006 – 2010, Tempe, Arizona

Bachelor of Arts in Film and Media Production with a French minor and extensive journalism and marketing coursework. Graduated Cum Laude.

**ADDITIONAL SKILLS**

Highly versed in digital marketing, social media, SEO, content, copywriting, photography, videography, copyediting, and blogging. Works exceptionally well in a fast-paced, deadline-driven environment. Thrives under pressure and works well as both a self-starter and as a team player.

**SOFTWARE**

Google Analytics	Google My Business	Google Adwords	Yext	Hootsuite	Facebook Ads Manager
Photoshop	Lightroom	Illustrator	Final Cut Pro X	MailChimp	
Squarespace	Wordpress	Foundation	Mac OSX	Windows	

**CERTIFICATIONS**

BrightEdge certified, regularly takes Lynda and Coursera coursework for Adobe Creative Suite, workflow enhancement, SEO, SEM, social media, content strategy, and more.

**HONORS**

**Choice Hotels**

Winter 2015, Phoenix, Arizona  
Won DRIVE video contest for 30-second film.  
Won two innovation awards for graphic design.

**Voice Media Group**

Top 10 finalist, Best Music Photographer in Arizona.

**CONTACT**

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