

EXPERIENCE

L'Alliance New York New York, NY

Director of Communications

June 2022-August 2025

- Developed and executed comprehensive internal and external communication strategies aligned with quarterly and annual objectives.
- Led project management across all marketing and communication channels including press, social, email, and web, as well as drafting all institutional copy
- Collaborated cross-functionally with programming, executive leadership, and external partners to align messaging with brand objectives.
- Oversaw digital content strategy, including content calendars and video production, for all major platforms (Instagram, LinkedIn, Twitter/X, etc.).
- Led crisis communications planning and response in coordination with executive leadership.
- Managed a communications team and freelance vendors (publicists, writers, designers, photographers), overseeing timelines, deliverables, and performance.
- Directed strategic media relations, pitching national and international press, and cultivating relationships with top-tier media outlets.
- Oversaw departmental budgeting and vendor procurement, ensuring consistent on-time and on-budget delivery.
- Managed internal communications and served as spokesperson in conjunction with leadership.
- Created KPI-driven dashboards and reports leveraging analytical tools to measure campaign impact and audience engagement.

The Museum of Modern Art, MoMA New York, NY

Communications specialist

December 2018-April 2022

- Led strategic media campaigns for MoMA's film, media, and performance programs, driving visibility through curated press plans.
- Managed cross-functional project workflows with curatorial, editorial, and external PR partners.
- Spearheaded national and international publicity initiatives, including artist/curator media training and influencer engagement.
- Produced key media events and briefings, from concept to execution, increasing earned media coverage.
- Created and maintained detailed press kits, exhibition assets, and media pages across multiple programs.
- Led reporting on budget performance and managed the output of assistants and interns.

Brooklyn Academy of Music, BAM Brooklyn, NY

Senior Manager of Publicity

December 2015-November 2018

- Managed PR campaigns and promotional strategy for high-profile film, music, and literary programs.
- Directed production of red-carpet events, talent engagement, and press days.
- Drafted campaign copy for website, blogs, newsletters, and social media in alignment with institutional voice.
- Supervised junior staff and intern team; coordinated with external vendors and media agencies.
- Oversaw budgets, press coverage tracking, and KPI reporting for all communications initiatives.

Magnolia Pictures New York, NY

Director of Regional Publicity

October 2010-September 2015

- Managed and implemented national/regional communications strategies for all theatrical releases.
- Coordinated press days, premieres, events, and red-carpet activations.
- Acted as talent liaison for film festivals, managing appearance logistics and media coverage.
- Directed regional press teams and evaluated performance across multiple film campaigns.
- Produced campaign deliverables for both internal stakeholders and external agencies.

Philadelphia Junior League Philadelphia, PA

Editor (Volunteer position)

April 2010-November 2010

- Developed and distributed monthly newsletters and email marketing for member and stakeholder engagement.
- Wrote and edited all content to AP style and tone.
- Managed editorial calendar and workflows.

Allied Global Marketing Philadelphia, PA

Senior Project Manager

April 2006-January 2010

- Implemented Managed and implemented national/regional communications strategies for all theatrical releases.
- Managed promotional campaigns for studio clients including Fox Searchlight and Columbia Pictures.
- Executed strategic media buys, talent press days, and promotional partnerships.
- Produced weekly reports for client stakeholders, supervised publicist teams, and managed budgets.
- Wrote campaign collateral, including press copy, social posts, and advertising copy.

EDUCATION

Villanova University, Villanova, PA

M.A. in strategic communication

University of North Texas, Denton, TX

B.A. in journalism, major in advertising, minor in marketing