

Summary

I came to communications strategy through my fascination with the intersection of content and technology. Managing communications in the digital age is like being a chef: it's a mix of creativity, quality ingredients, precise measurement, tools, and technique, all with the diner in mind. Below is an overview of the services I offer – but whatever your organization's communications needs are, let's get the conversation started.

Content Strategy

content audit
content plan
platform recommendations

Social Media

strategy
community management
calendar development and integration

Business Development

research, outreach materials
RFI/RFP responses
pitch decks, presentations

Content Development

content plan implementation
information architecture
copywriting, editing, proofreading

Analytics (Digital/Social)

objective-based KPIs
measurement plans
analysis and ongoing reporting

Digital Project Management

client and vendor management
coordination of teams, timelines, budgets
documentation; QA testing

Experience

Content Strategy Consultant

2010-Present

Agency Clients: Horizon Media, Rapp, Sparks & Honey, Siegelvision, The Vidal Partnership, CommongroundMGS, CS Space, SSG London, SocioFabrica, Somos Arte, Radworks, Captura Group, Berliner Benson

Brands: Kellogg's, Novo Nordisk, Lincoln Financial Group, Scholastic, Nescafé, Univision, Capital One, Focus Features, Jack in the Box, Telemundo, Weight Watchers, El Puente Leadership Centers, Rémy Martin, StubHub

Projects have included the following:

- Managing social media strategy, execution, and analytics for Hispanic- and general market-targeted platforms; focus on Facebook and Twitter communities with Tumblr, Instagram, Pinterest, Google+ support
- Serving as content strategist for Kellogg's multi-brand Hispanic content hub, Días Grandiosos, including complete recipe strategy and ongoing content support
- Launching Rémy Martin's first large-scale content initiative, The Rémy Martin Playbook; creating IA, analytics plan, editorial plan, and content development process, while also collaborating on all elements of digital production and social media support
- Serving as social intelligence specialist in the Distillery (within consumer insights group) at Horizon Media; using a variety of social media listening tools to conduct research for clients and new business activity
- Collaborating on the creation of multicultural training modules for employees of Novo Nordisk pharmaceutical company
- Overseeing creation of Spanish-language retirement and debt seminar materials, along with internal glossary, for Lincoln Financial Group
- Serving as consultant for various marketing/communications agencies' business development activities, including positioning, new business materials, social media strategy, and web presences

The Vidal Partnership Multicultural Marketing Communications

Digital/Social Project Manager: June 2012-May 2013

Clients: Rémy Martin, Heineken, TD Bank, Ad Council, NFL, Powerful Yogurt, Lincoln Financial Group

- Managed the implementation of websites, microsites, banner ads, iOS/Android apps, Facebook tabs, as well as related traditional projects including POS, OOH, radio, print, and packaging
- Set social/digital measurement plan for all efforts; created monthly, quarterly, and post-program analytics reports
- Developed timelines, SOWs, briefs, status reports; managed project budgets up to \$750,000; resourced and managed internal and outsourced teams

- Acted as liaison between agency departments and managed vendor and client relationships
- Collaborated on social/digital strategy for the launch of Powerful Yogurt
- Served as content strategist and community manager for all of Rémy Martin's social media platforms in U.S.
 - Created and implemented content strategy leading Rémy Martin's Facebook page (>550,000 fans) to a ten-fold increase in average post engagement and overall monthly engagement with no paid advertising
 - Led Rémy Martin's Ringleader digital program: produced microsite, Facebook tab, and YouTube page (including vendor management, QA testing); promoted program across all social media platforms
 - Coordinated production of Rémy Martin's first mobile app, an augmented reality experience for limited edition bottle
- Managed Heineken's social media efforts targeting Hispanics in the U.S. on Facebook, Twitter, and YouTube
 - Led Heineken's Latin Grammys program, including traveling to the awards to execute social media initiative with celebrity music journalist

Communications Specialist: July 2008-June 2012

- Managed the production and maintenance of new agency website, including content strategy, bidding process, vendor management, QA testing, CMS, analytics
- Produced first agency intranet, including information architecture, coding, and maintenance
- Managed agency new business efforts, including production of brochure, responses to RFIs and RFPs, and pitch materials
- Acted as community manager for agency's social media platforms

coópera: Project Opera of Manhattan

Co-Founder and Managing Director: 2006-2011

- Produced five fully-staged operas with orchestra, as well as various recitals, concerts, and fundraisers
- Oversaw marketing, including rebranding/renaming effort; development; public relations; social media
- Managed finances, including budgets and record-keeping

Everyman Theatre (Baltimore, Maryland)

Office Manager/Box Office Manager: 2003-2005

- Managed staff of 5-7; assisted Marketing Director in communications
- Oversaw web content development and upkeep; led subscription campaign, including renewal communications

Skills and Tools

- Microsoft Office (Project, Word, Excel, Outlook, PowerPoint), Basecamp, Drupal and Joomla CMS, Google Analytics
- Social media analytics and management systems: Facebook Insights, Vitruvius, CoTweet, Socialbakers, NetBase, Radian6, Twitonomy, Sprinklr
- Information architecture, user experience and user flow; basic HTML/CSS
- Fluent in Spanish; conversational German; basic French and Italian

Education

Columbia University (New York, NY)

Master of Science in Strategic Communications, 2012

Capstone Advanced Communications Project: developed complete communications strategy for SaaS client

Peabody Conservatory of the Johns Hopkins University (Baltimore, MD)

Graduate Performance Diploma in Voice, 2002

Coe College (Cedar Rapids, IA)

Bachelor of Arts in Music, 2000

Cum Laude, Phi Beta Kappa