

SKILLS

Copywriting • Copy Editing • Scriptwriting

Higher Ed Marketing • SEO • Social Media • Print & Digital Publishing • Film & Video Producing
Proofreading • Research • Interviewing • Final Draft • MS Office • Wordpress • Adobe Acrobat

Possess more than 20 years of professional writing, editing, publishing and marketing experience working with a range of organizations, most recently crafting focused messaging and compelling content across diverse materials and platforms for a community college with 12,000+ enrolled students.

Excel at using powerful narrative techniques to build brands and engage the target audience.

EXPERIENCE

CARROLL COMMUNITY COLLEGE (Westminster, MD)

Marketing Communications Manager

July 2019–Present

Marketing Copywriter

September 2016–June 2019

- Responsible for writing and editing strategic marketing and advertising copy for the college's print and digital communications.
- Brainstorm, create and transform stories, ideas and testimonials into engaging and impactful content (articles, headlines, calls-to-action, ads, presentations, etc.) for print, video, website, radio and social media.
- Assist design and digital teams in the production of multi-media and cohesive products that adhere to brand standards.
- Assist in overseeing production of marketing videos, including conceptualizing, scripting and storyboarding projects; coordinating, casting and scheduling projects; hiring and directing subcontracted vendors; and ensuring overall output and quality of college video programs.

AUTHORITY MEDIA GROUP (Newark, DE)

Associate Publisher

2015–2016

- Created copy (press releases, SEO articles, etc.) and write/edit book and magazine manuscripts on a wide variety of topics for both print and digital.
- Supervised in-house graphic designer and videographer.

WEBFROOTZ, WORDS R WEAPONS, et al

Copywriter (freelance)

2012–2015

- Wrote SEO web copy for a variety of B2B and B2C clients

SCHUYLKILL VALLEY JOURNAL (Philadelphia, PA)

Production Editor

2015–2016

- Designed interior layout for print and digital editions of acclaimed literary journal.

DARK PARK PUBLISHING (Baltimore, MD)

Managing Editor

2013–Present

- Established independent small press with seven well-received titles released to date: *Dead Size*; *Dirty Spirits*; *Uglyville*; *Everyone Is a Moon*; *The Devil's Delinquents*; *What Has Two Heads, Ten Eyes, and Terrifying Table Manners?* and *There's No Tomorrow: A Soldier's Account of the Korean War*
- Edited short story anthology *What Has Two Heads, Ten Eyes, and Terrifying Table Manners?*
- Compose and/or coordinate all marketing elements, including social media promotions, press communications and author/reader focused web content.

TRITERNAL STUDIOS (Marina del Rey, CA)

Writer for Production Company

2006–2016

- *Shade Mountain* (feature screenplay; in development)
- *Omahaha's* (TV pilot teleplay; optioned spec)
- *Immunity* (dramatic series treatment/show bible)

RADISH CREATIVE GROUP (Royal Oak, MI)

Screenwriter

2009–2012

- *A Girl Like Her* (as Story Consultant); film produced 2014
- *Brig Ambrose* (feature screenplay)
- *Annabelle & Bear* (feature screenplay, rewrite); film produced 2009

EDUCATION

Master of Arts in Writing Studies, Saint Joseph's University, Philadelphia, PA

Bachelor of Arts in Communications, Hofstra University, Hempstead, NY