

## **EDUCATION**

### **Carnegie Mellon '12**

Pittsburgh, PA

B.A. Professional Writing  
Minor in Business Administration

- Varsity Track and Varsity Cross Country (Captain)
- Student Athlete Advisory Council
- Dean's List with High Honors
- Introduction to Entrepreneurship Teaching Assistant

## **EXPERIENCE**

### **Digitas**

Boston, MA

Copywriter - Intern

June 2011 - August 2011

- Worked from brainstorming to implementation on digital and traditional projects on the Aflac account
- Wrote copy for social media (including Twitter, Facebook, and YouTube), print campaigns, websites, direct mail, and customer relationship management
- Designed signage for Mobile Retail Showcase, developed to demonstrate new mobile technologies to clients

### **Freelance**

Pittsburgh, PA

Marketing Consultant

December 2009 - May 2011

- Created website and social media content for clients including eIVFnetwork, GolfChic Boutique, and The Arttime Group
- Designed brand identity and marketing collateral for ELM Communications and Citizen Care
- Created and implemented search engine optimization and PPC strategies for Victory Merchant Solutions, Costa Homebuilders, Bella Forza Fitness, and GolfChic Boutique

### **Mind Over Media**

Pittsburgh, PA

Marketing Intern

April 2010 - May 2010

- Developed sales leads for the agency by writing proposals, attending industry events, calling prospects, and performing market research
- Spearheaded new public relations efforts, attracting agency mentions in local trade publications by writing press releases and contacting media outlets

### **Branding Brand**

Pittsburgh, PA

Copywriting Intern

May 2009 - April 2010

- Wrote search- and reader-friendly product descriptions and blog articles for high-end retailers Perricone MD, Chickdowntown, and Orient Watch USA
- Drove traffic to client websites and blogs by utilizing social media and leveraging media relationships
- Utilized keyword analysis strategies for use in search engine optimization