

WORK EXPERIENCE

Creative Social Media Manager | Ally Financial | March 2024 - present.

- Spearheaded the formation and leadership of a high-performing social media team, creating brand-aligned multimedia content and ensuring consistent communication across all platforms.
- Managed a content calendar with over 100 assets annually, achieving a 70% approval rate. Provided training to address skill gaps and ensure brand adherence and quality.
- Optimized creative production workflows, reducing turnaround time by 75%. This improved agility and responsiveness to market trends.
- Led the strategy, content creation, and copywriting for paid social media campaigns, significantly expanding our audience reach.
- Fostered cross-functional collaboration by leading dynamic pitching and review sessions using Figma and Canva, ensuring alignment with marketing and brand stakeholders.

Digital Experience Manager | Albemarle Corporation | Oct 2021 - Mar 2024.

- Transformed global digital presence through a revamped website and strategic social media strategy, resulting in a 50% increase in engagement and followers, significantly amplifying brand reach and awareness KPIs.
- Provided strategic counsel and data-driven insights to executive leadership on digital marketing best practices, leveraging competitive and comparative analysis to inform decision-making and drive innovation.
- Led a cross-functional team of over 200 global stakeholders in a successful company website rebrand and relaunch, managing a \$12 million budget and ensuring on-time project delivery.
- Spearheaded global digital content creation and marketing campaigns for email and social media, doubling content output from 20% to 40% within six months.
- Optimized website content for search engines (SEO) and tracked key performance indicators (KPIs), delivering valuable performance insights to sales and marketing teams to inform strategy.
- Enhanced collaboration by implementing standard operating procedures and leveraging project management and digital marketing tools (Sprout Social, Salesforce MCAE, Lumen5, Drupal/Acquia, and ServiceNow).
- Secured high-profile broadcast opportunities, including appearances on CNBC, Bloomberg, and the White House, effectively managing relationships with media outlets to amplify thought leadership.

Public Information Officer | North Carolina Fraternal Order of Police Lodge #9 (FOP) | Oct 2020 - Dec 2021.

- Functioned as the official spokesperson, cultivating and nurturing key media, state, and local government relationships and partnerships.
- Crafted impactful press releases to communicate new developments and event updates, and effectively addressed media inquiries.
- Provided strategic communication counsel to board members and leadership for optimal organizational representation and messaging.
- Developed and implemented strategic communication tactics, fostering effective collaboration with the Charlotte-Mecklenburg Police Department, the Charlotte City Council, and other local governmental agencies.

Creative Director/Owner | Y2O Productions LLC | Jan 2020 - Apr 2024.

- Transformed creative visions by delivering professional videography and photography services to consumer and retail clients.
- Educated and trained companies on the strategic utilization of social media and developing digital content plans for business growth.
- Operated as an independent contractor, offering Public Relations and Spokesperson services to businesses and non-profits.
- Successfully engaged over 30 clients in 2020 to provide services ranging from photoshoots to commercials and full-length videos.

Public Information Specialist, Senior | Charlotte-Mecklenburg Police Department (CMPD) | June 2018 - Jan 2020.

- Transformed the department's social media presence through a comprehensive content strategy focused on humanizing the badge, navigating crises, and fostering positive community engagement, resulting in a 150% increase in followers and a 50% boost in engagement.
- Leveraged digital and media relations expertise to train executives and officers for successful media interviews, enhancing external communication capabilities.
- Managed CMPD social media accounts, generating daily engaging content for over 160,000 followers, contributing to comprehensive digital communications, public information campaigns, and latching onto trends to foster community engagement.
- Managed and trained five officers across multiple shifts in mobile content creation, implementing best practices for phone photography and videography to enhance departmental social media presence.
- Planned, coordinated, and produced CMPD's submission to the USA Today "Best Law Enforcement Lip Sync Video" competition, finishing second in the nation and garnering over 20 million views on day one.

Multimedia Journalist/Producer | January 2008 - June 2018.

FOX 46 Charlotte, SCETV, WSAV-NBC, WWLP-NBC

- Produced over 7,000 live broadcasts for breaking and general assignment news.
- Spearheaded the production, filming, and editing of various shows for SCETV and WSAV-NBC.
- Pioneered the development and management of the WWLP website in 2008, converting broadcast stories for online publication and social media.

EDUCATION

Academy of Art University, San Francisco, C.A. | Master of Arts in Multimedia Communications | Magna Cum Laude

Bay Path University, Longmeadow, M.A. | Bachelor of Arts in Liberal Arts/Communications | Magna Cum Laude

Savannah College of Art and Design, Savannah, G.A. | Master of Fine Arts Film and Television | 15 Credits Approved

CERTIFICATIONS

- Google Search Ads and Analytics Certification
- HubSpot Email Marketing Certification
- Digital Marketing Science, UNC Charlotte University
- FAA Part 61 Instrument Rating Certificate
- FAA Part 61 Private Pilot Certificate
- FAA Part 61 Commercial Pilot Certificate (in progress)
- FAA Part 107 sUAG Commercial Pilot
- FBI LEEDA Media and Public Relations
- Social Media Marketing, SO ME Academy
- FEMA Social Media in Emergency Management

AWARDS

- 1st Place 2020 North Carolina Press Association Illustration/Photo Illustration/Print or Interactive Graphics Award
- 1st Place "Black Lives Matter Coverage" - Multimedia Project Award
- CMPD Civilian Employee Service Award, 2019
- CMPD Employee of the Month 2018
- Top 12 and Miss Amity; Miss Massachusetts 2007
- Fourth runner-up; Miss Teen Massachusetts 2004
- Miss Junior America, Massachusetts 2002

SKILLS SUMMARY

- Adobe Creative Cloud
- MS Office
- G-suite
- HTML/CSS
- DSLR Cameras
- Crisis & Strategic Communications
- Public Relations
- Digital Marketing
- Multimedia Storytelling
- Content Creation
- Graphic Design
- Photography & Video Production
- Website Design (Drupal/WordPress)
- Search Engine Optimization (SEO)
- Social Media Management
- Brand/Digital Media Management
- Performance Data Analytics
- Competitive & Comparative Research
- Spanish/French