

Experienced writer, editor, researcher and fundraising specialist. Adaptable and able to work well in high-pressure, fast-paced environments to develop relationships with clients and donors. Highly adept with digital tools and interpersonal skills to share stories to varied audiences to bring results. **Excellent written and oral communication skills.** Open to relocation.

KEY SKILLS:

- Copywriting/Copyediting
- Qualitative/Quantitative Research
- Public Speaking
- AP Style
- Data Management
- Fundraising
- Customer Service
- Microsoft Office Suite
- Google Suite
- HTML + CSS
- WordPress
- Social Media Expertise

EDUCATION

Master of Science in Business: Communication Strategy, May 2015
Virginia Commonwealth University, Richmond, VA

Bachelor of Arts in Communication Studies/Minor in Leadership May 2012
Christopher Newport University, Newport News, VA

PROFESSIONAL EXPERIENCE

William & Mary – Williamsburg, VA

October 2022 – February 2024

Assistant Director of Direct Marketing: Writes/edits briefs for marketing campaigns for direct marketing. Copyedit and distribute gift acknowledgement letters for donors. Manage monthly production meetings, updating the agendas and production calendars regularly. Working with third party vendors and University Marketing on mailing campaigns. Handled the data, merge process, and mailing of acknowledgement letters for donors each month. Interviewed potential employees as part of a greater team. Worked on editing and proofing letters and emails for One Tribe One Day, Calendar Year End, Class Reunions, Parents Fund, Fund for William & Mary and related units.

HOURS: 40/week.

Christopher Newport University – Newport News, VA

March 2018 – September 2022

Advancement Assistant for the Arts: Writes/edits communications on behalf of the Ferguson Center for the Performing Arts, Office of Advancement for the Arts, and Mary M. Torggler Fine Arts Center. Maintains digital and print correspondence with university stakeholders. Drafts and edits contractual agreements and invoices for stakeholders and scholarships. Manages contact records and data. Utilized positive customer service skills.

HOURS: 40/week.

SKILLS AND TOOLS: Writing/Editing, Qualitative + Quantitative Research, Mailchimp, iModules, Banner, Google Suite, Microsoft Office, LexisNexis, Customer Service

Philanthropy Partners, LLC – Smithfield, VA

April 2019 – April 2020

Editor and Analyst: Provided in-depth research into the development of this start-up company, analyzing the market to find a strong niche to fit in. Proofing written content and assisting with the growth of this non-profit.

HOURS: Varied.

SKILLS & TOOLS: Qualitative + Quantitative Research, Writing/Editing, Google Suite

People Ideas & Culture – Brooklyn, NY

May 2017 – August 2017

Independent Contractor: Strategy: Developed in-depth qualitative/quantitative research-based strategic briefs and reports for internationally-recognized brands and companies. Arranged and recorded interviews and discussions with target audience samples, transcribed conversations and gathered insights to lead ad campaigns. Wrote pieces for PI&C's "Pulse" Inspiration Blog. **HOURS: 29-40/week (Varied).**

SKILLS AND TOOLS: Google Suite, SWOT Analyses, Qualitative + Quantitative Research, Public Speaking, Keynote, Pages, Microsoft Office, Transcriptions.

BCF – Virginia Beach, VA

July 2016 – February 2017

Independent Contractor: Strategy: Developed a strategic message and target demographic for Buzz Franchises, Ltd. Created surveys, researched competition, interviewed potential customers to craft a concise message to build the new brand upon. Presented as part of a team to the client, regularly updated findings.

HOURS: Varied.

SKILLS AND TOOLS: Surveymonkey, Microsoft Office, Qualitative + Quantitative Research, Presentations, Brief Writing