

About Me

I'm a data-driven digital manager with 11 years of experience delivering multi-faceted marketing campaigns. I measure my successes and learn from my failures. I love what I do. It's not a job, it's a passion.

Education

Bachelor of Arts
International Studies &
History; Minor in Fine Arts
Summa Cum Laude, 2009
Loyola University Chicago

Skills

Microsoft Office:
Word, Excel, PowerPoint
Adobe Creative Cloud:
Photoshop, InDesign
Illustrator, Acrobat
Social Media:
Facebook, Twitter
Instagram, LinkedIn
Pardot
MailChimp
WordPress
Drupal
Basic HTML
Salesforce
Windows
Mac

Languages

English
Spanish

Experience

Digital Manager, Population Services International (PSI)

January 2021 - Present | Washington, DC

- **ANALYTICS:** Track and report metrics on performance and engagement across digital platforms, analyzing data to identify trends, make recommendations for improvement, and provide insights to organizational leadership
- **CONTENT:** Serve as webmaster of psi.org, editing content, ensuring compliance with brand standards, and improving SEO, resulting in 1.1 million page views in 2021 (up 18% from previous year) and improving unique page views by 19% and increasing the average time on page by 13%
- **STRATEGY:** Develop social media strategies on LinkedIn, Twitter, Facebook, and Instagram, growing audiences by 15% (a growth of 28,204 followers)—and publishing 1,546 posts in 2021, resulting in 47,148 engagements and 2,394,633 impressions
- **PROJECT MANAGEMENT:** Develop marketing campaigns for the Digital Health, Malaria, and WASH departments, creating and executing 187 email campaigns in 2021, averaging a 31.24% open rate and a 6.29% unique click-through rate
- **MANAGEMENT:** Supervise a social media associate and a website consultant

Digital Content Manager, National Peace Corps Association (NPCA)

January 2019 - December 2020 | Washington, DC

- **WEBSITE:** Served as NPCA's webmaster, implementing strategies that led to 288,453 new users with a total of 443,794 sessions, averaging 1.5 sessions per user and reducing the bounce rate by 96.8% to 1.98%
- **CAMPAIGNS:** Led integrated marketing campaigns on Facebook, Twitter, LinkedIn, Instagram, website, and email, resulting in 43,096 social media acquisitions, 64,241 email acquisitions, 64,480 direct acquisitions, and 97,892 organic search acquisitions
- **CONTENT:** Managed the editorial calendar, drafting and publishing a bi-weekly newsletter distributed to over 60,000 contacts
- **EVENT SUPPORT:** Directed all event communications, including designing all marketing materials

Senior Associate, Digital Communications, Southern California Grantmakers (SCG)

February 2017 - December 2018 | Los Angeles, CA

- **PROJECT MANAGEMENT:** Designed and led the creation of the Philanthropy California website—a partnership initiative—from initial wireframes to live site: philanthropyca.org
- **WEBSITE:** Functioned as webmaster for SCG's and Philanthropy California's websites, ensuring content was on-brand, consistent, and optimized for SEO and UX; designed wireframes and mockups for website updates, conference branding, and marketing collateral using Adobe Creative Cloud
- **CAMPAIGNS:** Managed all communications for programs and conferences
- **CONTENT:** Drafted the organization's Mission and Values statements, working with leadership, staff, and the Board of Directors
- **SOCIAL MEDIA:** Developed and executed all social media campaigns that led to our public policy conference hashtag trending on Twitter ([#SCGPolicyCon17](https://twitter.com/SCGPolicyCon17))
- **EMAIL:** Served as Pardot administrator

Experience

Marketing Analyst, Santander Private Banking International

April 2016 - August 2016 | Miami, FL

- **MATERIALS:** Developed marketing materials and presentations in English and Spanish
- **COPY-EDITING:** Reviewed all marketing materials to ensure adherence to corporate brand standards
- **EVENTS:** Supported the organization of internal and external events

Marketing & Advertising Manager, Association for Psychological Science (APS)

September 2014 - December 2015 | Washington, DC

- **OPERATIONS:** Managed the department's day-to-day operations
- **CAMPAIGNS:** Developed and implemented an integrated marketing campaign that exceeded sales projections, meeting the 2016 advertising budget in two months at the end of 2015
- **MEDIA:** Wrote and designed a media kit that generated over \$90,000 in revenue
- **EVENTS:** Led the marketing for the organization's first international conference, increasing attendance from an initially anticipated 500 attendees to nearly 2,200 participants from 75 countries
- **ADVERTISING:** Drafted and produced advertisements positioning APS as a thought leader in the field
- **BRANDING:** Led brand management by developing training guides and presentations on the adherence of product standards

Program Associate, Communications, The World Justice Project (WJP)

July 2010 - August 2014 | Washington, DC

- **BRANDING:** Oversaw WJP's logo redesign and rebrand process, from initial kickoff call through approval from the General Counsel to live launch
- **REPORTS:** Wrote and designed the organization's first annual report as a 501(c)(3) non-profit organization
- **WEBSITE:** Served as webmaster and developed strategic marketing plans for events
- **EMAIL:** Served as the administrator of WJP's mass emailing systems (Constant Contact and MailChimp), segmenting lists and designing emails, newsletters, invitations, and announcements
- **MATERIALS:** Drafted reports for the Board of Directors and meeting briefs, handouts and presentations for CEO William H. Neukom, former chief lawyer for Microsoft and former managing partner of the San Francisco Giants baseball team
- **MEDIA:** Managed all media requests for the product launch of the WJP Rule of Law Index® report event held every year
- **VENDORS:** Worked with vendors to coordinate photographic, video, and print services