

## SKILLS

- Writing and editing
- Media/Public relations
- Canva
- Mailchimp
- Meltwater
- Sprout Social
- WordPress
- Google Workspace

## EXPERIENCE

### **PSE Healthy Energy, Oakland (Remote) — *Communications Associate***

2022 - 2024

- Reviewed scientific briefs, peer-reviewed studies, and technical reports to craft key messages for social content, press releases, blogs, and webpages.
- Managed PSE email communications and designs for quarterly newsletter and project releases.
- Oversaw, wrote copy, and tracked data for PSE's social media channels.
- Shaped and enhanced communications strategy by developing social media and email analytics reports to monitor OKRs.
- Led media training workshops and prepared PSE scientists for interviews with regional and national media reporters.
- Assisted with implementation of a new website for the organization including refreshing language and content across all webpages.
- Maintained WordPress website and managed communications with web developers.

### **Museum of Science and Industry, Chicago — *Communications Coordinator***

2019 - 2022

- Revitalized stories from Museum's history, exhibits, staff and programs into reimagined content to further Museum's mission and brand awareness.
- Wrote press releases, media alerts and pitches to garner coverage from news media and bloggers for Museum events, annual exhibitions, and special announcements.
- Managed social media calendar and wrote copy for Facebook, Twitter and Instagram based on brand voice, social media analytics, and trends.
- Developed on-camera spokespeople and customer service representatives' talking points for special exhibits.

- Created copy within Marvel guidelines to highlight the Marvel:Universe of Super Heroes exhibition and serve as the Museum's liaison for Marvel approvals on themed member emails, mailings, photography, and social posts.

## **City of Indianapolis Department of Public Works**

### ***DPW Public Information Officer - 2017-2018***

- ***Assistant Public Information Officer - 2016 - 2017***
- ***Intern - 2014 - 2015***
- Improved content and aesthetics of community presentations, press releases, and project fact sheets regarding ongoing construction and maintenance activities as well as City policies.
- Respond to Indianapolis residents' inquiries and complaints about DPW projects and operations.
- Utilized relationships with local media and neighborhood organizations to boost communication efforts during the Mayor's Emergency Declaration for pothole repair and the emergency Central Avenue bridge closure.
- Developed and implemented communication strategies with DPW and Mayor's Office administrative staff during the Mayor's State of the City speech and joint City Department events.
- On call media spokesperson for snow season, the Mayor's Emergency Declaration for pothole repair in Marion County, and the emergency Central Avenue bridge closure.

## **EDUCATION**

### **University of Southern Indiana**

#### ***English, Creative Writing***

2010 - 2014