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PROFESSIONAL EXPERIENCE

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|  | Freelance  Copywriter/ Writer  2007–Present | * Extreme Reach – Copywriting * MakerBot – Copywriting * The Upcoming – Article Writing * Bleacher Report – Article Writing |
|  | Madison Square Garden Company  Freelance Copywriter  09/2016–11/2017  New York, NY | * Taking over writing duties for the New York Rangers, I wrote email, digital, social, in-arena and print deliverables for the 2016-17 season campaign, 2017 playoff campaign and 2017-18 season campaign through November. * I developed the Rangers’ 2017 Calling All Blueshirts playoff campaign, which included conceiving the headline and generating emails, out-of-home ads and marketing activations like RangersTown Square. * Working with various brand teams and creatives, I concepted content and marketing activation ideas for different MSG brands and events, including the 2017 NHL Playoffs, the Knicks 2017-18 season, Phish’s The Baker’s Dozen Residency and more. |
|  | Booking.com  Content Editor  05/2012–09/2013  New York, NY | * Writing within Booking.com’s brand voice, I generated the product profiles and property descriptions for hotels and other accommodations from the Northeast region of their U.S. market. * Working with the New York City team, I worked to improve content accuracy and customer reviews for one of the company’s highest money-making markets in the world. * I managed 2-3 projects per quarter, which included holding employee and new hire trainings on content presentation and marketing through Booking.com’s brand standards. |
|  | MCD Partners  Content Producer/  Copy Intern  05/2011–12/2011  New York, NY | * Helping MCD Partners break ground in mobile, I was the main copy contributor on their internal projects in development, such as the social media platform Mixsee and tablet game Let’s Duel. * While working on Mixsee, I generated and molded most of the platform’s earliest multimedia content, which included writing and editing posts, taking photographs, producing videos and conceptualizing ideas for posts and future partnerships. * Assisting with social media posts for MCD Partners, I helped conceive and produce holiday-related Vines for the company. * When needed, I assisted on Discover projects, which included transcribing, problem solving and conception. |

EDUCATION

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| University of Florida  Gainesville, FL | Bachelor of Arts in English Literature |