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PROFESSIONAL EXPERIENCE

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|  | Freelance Copywriter/ Writer2007–Present | * Extreme Reach – Copywriting
* MakerBot – Copywriting
* The Upcoming – Article Writing
* Bleacher Report – Article Writing
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|  | Madison Square Garden Company Freelance Copywriter09/2016–11/2017New 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.
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|  | Booking.com Content Editor05/2012–09/2013New 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.
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|  | 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.
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EDUCATION

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| University of FloridaGainesville, FL | Bachelor of Arts in English Literature |