

EDUCATION

Emerson College

September 2003 - May 2007

- B.S. in Print Journalism and Marketing Communication

New York University // Study Abroad

September 2005 - May 2006

- FALL 2005: London; studied British art, society and culture
Member of University of London student union
- SPRING 2006: Paris; studied French art, cinema and culture
Attended the Sorbonne, University of Paris, VII

OptionR Creative School // Arnold Worldwide

January 2008 - March 2008

- Portfolio course with a strong focus on strategic development and creative concepting
- Pitched print campaign to the CEO of the non-profit organization EarthWatch

Advanced Creative Concepts // The Ad Club

September- December 2008

- Portfolio course with a focus on strategy and voice

SKILLS

Technology: Microsoft Office, Adobe InDesign and Photoshop, Quark, Macromedia Flash, LexisNexis, Factiva, PC and Mac

Language: Advanced French

AWARDS

2009 Gold Award, Interactive E-mail (B-to-B)

New England Direct Marketing Association

EXPERIENCE

www.iheartcopy.com Berlin, Germany

Freelance Copywriter

October 2010-Present

- Pen killer print, online and direct mail copy for a wide variety of clients in Europe and North America
- Craft turnkey SEO content for leading organizations
- Provide cohesive brand strategies that align with business goals
- Create content for brand-centric social media and community platforms

Vistaprint Boston, MA

Senior Associate Copywriter

June 2007- October 2010

- Write and edit compelling copy for internal marketing agency in a variety of channels including direct mail, email, banners, search, print, web and catalog - reaching more than 20 million business and consumer audiences across the globe
- Collaborate with marketing managers and internal creative team in a fast-paced environment to develop creative strategic solutions that achieve business objectives
- Write SEO copy articles to boost rankings, increase traffic and optimize specific keywords
- Research and write marketing seminars for thousands of small business customers to reinforce brand credibility and increase visibility

WPP Marketing Fellowship Finalist London, UK

February 2007

- One of 30 candidates from an international pool of 1600 invited to final interviews in London
- Collaborated with a team of fellow finalists to present to WPP client The British Museum concerning how to effectively reach their target audience

Shift Communications Watertown, MA

Public Relations Intern

September-December 2006

- Supported high technology and consumer clients through media monitoring, competitor scanning and research
- Fostered relationships with media outlets by generating briefing reports and updating distribution lists
- Gained first-hand "PR 2.0" knowledge from the agency which pioneered the "Social Media Press Release"

The Christian Science Monitor Newspaper Boston, MA

Correspondent

June 2006-Present // January-June 2005

- Article on the price of textbooks republished in USA TODAY and several mid-market dailies
- Published over a dozen times during the course of two internships, including features on the connection between 9/11 and its impact on fiction, Ralph Lauren's unconventional art display at the Museum of Fine Arts Boston, and the changing demographic of Los Angeles' English-speaking Latino community