

## MISSION STATEMENT

A content marketer with strategic planning skills and a passion for bringing attention to companies I believe in, I want to bring my sense of curiosity and lifelong love of the written word to my work and am looking to being part of a high-achieving team.

## PROFESSIONAL EXPERIENCE

**FREELANCE COPY-EDITING SERVICES (2011–present):** Work with academic authors and tech startup clients, providing copy and developmental editing services in a continuous deadline environment.

- Extensive knowledge of AP, Chicago, and APA styles.
- Foster strong relationships with writers by providing concise and relevant feedback.
- Provide substantive feedback oriented around clients' goals of clearer communication, improved conversion rate, and/or academic/editorial board approval.

**FREELANCE CONTENT MARKETING SERVICES (2012–present):** A content marketing and content strategy consultancy.

- Craft engaging blog and website content that focuses on prospective clients' needs.
- Develop bespoke content marketing strategies for a range of clients, and manage a team of freelancers in the delivery of multimedia content, including blog posts, whitepapers, email marketing materials.
- On a pro-bono basis, worked with Code for Boston (CfB) to develop a fundraising content marketing strategy. Demonstrated potential reach and impact of civic hacking. Authored and edited individual blog posts relating CfB's activities within a framework of continuous evaluation and iteration.

**PROJECT MANAGEMENT (2015–2016):** Working with a leading international development-focused consultancy on a project designed to bolster nascent entrepreneurship ecosystems in the Caribbean.

- Lead the implementation of a major international development project active in 10 countries.
- Keep all deliverables on target and liaise with World Bank representatives and other stakeholders.
- Pitch, research, draft, and edit content for our consultancy's internal blog, and for guest posts published on leading industry blogs and third-party sites.

**CONTENT MARKETING MANAGER, *SOCIAL FULCRUM* (2014–2015):** A digital marketing agency focused on customer acquisition through data-driven decision making.

- Develop customized content marketing strategies. Analyze website traffic and customer acquisition data to evaluate effectiveness of individual content campaigns, and apply learnings to iterative efforts.
- Implement and continuously update content strategies. Lead brainstorming sessions to develop additional content topics. Produce blog posts and other marketing materials. Manage internal assets and freelancers to create additional content, including infographics, email marketing materials, and social media posts. Edit content for grammar, message, consistency, and search engine optimization.

**ARCHAEOLOGIST, *VARIOUS PROJECTS AND ROLES* (1999–2011)**

- Authored and edited publications on findings of projects, for submission to peer-reviewed academic journals, the Departments of Antiquities of Syria, Turkey, Greece, Serbia and Italy, etc. Synthesize specialists' research and other data to contextualize novel findings and advance topical scholarship.
- Reporting to General Director, managed teams of up to 100 field researchers distributed across a 100+ km<sup>2</sup> project area. Coordinated with U.S.- and Europe-based support staff.
- Represented project in meetings with local authorities and other stakeholders, including Departments of Antiquities, provincial and national museums, and local residents.