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Lively and curious, I seek creative challenges that impact the world. I'm a revolutionary thinker with a detailed editor's brain. Natural leader, empath, and advocate, I use words and facilitation to simplify the complex, improve experiences, and guide connections with one another.

EXPERIENCE

3/18 - Present **UX Content Writer**, *Root Inc.*, Columbus, OH

- Research, strategize, write, and edit data-driven marketing, educational, and product content to provide a seamless user experience.
- Consistently deliver high quality human-centered work in a fast-paced startup culture with changing priorities and tight deadlines.
- Constantly iterate and A/B test while closely collaborating with designers, product and marketing partners, engineers, and customer service colleagues.
- Fluidly change roles when needed during Root's extensive growth (joined with ~80 employees; now we have over 1,100). Led web content creation, served as in-house editor, rebranded, helped to build a writing team, managed customer service communications, and wrote in-app copy for new products.
- Proficient across channels: app/web-based products, organic SEO and paid web landing pages, email campaigns, blogs, brand development, social, and ads.

7/16 - 7/18 **Lead Writer**, *The Columbus Book Project*, Columbus, OH

- Led the writing team in creating content for a set of coffee-table books about Columbus, Ohio's creative culture and entrepreneurial spirit.
- Contributed ~20 original pieces and copyedited all other first drafts.
- Served on the Design Council to collaborate on brand, design, marketing and publishing decisions.
- Edited campaign materials, wrote monthly newsletters, and organized the writing team to stay on schedule and maintain voice, tone, and quality.

1/16 - 6/18 **Freelance Writer, Editor, Accuracy-checker**, Columbus, OH

- Worked with companies like Pearson Education to edit, proof, and accuracy-check several editions of college textbooks and online materials.
- Wrote copy for small businesses' websites and products.

1/16 - 6/18 **Freelance Teaching Artist**, Columbus, OH

- Led social justice theatre and community-building workshops with young people and adults that reflected on our experiences, biases, privileges, and hopes. Through expressive arts, we explored what we wanted to change in ourselves and communities and often devised a final performance for community dialogue.



EXPERIENCE *(continued)*

- 5/17 - 12/17 **Adjunct Professor & Edu/Outreach Coordinator**, *Miami University*, Oxford, OH
- Taught a 2-credit sprint course (THE 210D) through the Department of Theatre on Teaching Artistry, in support of the fall production, *Gathering Blue*.
 - Created educational materials (educator study guide, student study guide, marketing collateral, etc.), recruited students/teachers to attend, and designed and implemented all student engagements, and pre- and post-show discussions.
- 3/14 - 11/15 **Program Associate (Arts Education)**, *Center Theatre Group*, Los Angeles, CA
- Served as the project manager for the arts education strategic focus programs, including professional development and online resources for educators, in-school programs, and audience engagement.
 - Created curricula, applications, surveys, marketing materials, timelines, budgets, contracts, and evaluation reports. Wrote, edited, and posted online content including articles and activities for educators.
 - Designed, organized, and implemented events. Made outreach presentations, facilitated workshops and focus groups, and hired/managed teaching artists.

EDUCATION

- 8/13 **MA Applied Theatre Arts** — University of Southern California, Los Angeles, CA
6/08 **BA Theatre, Cum Laude** — Miami University, Oxford, OH
Thematic Sequence, Entrepreneurship

SKILLS

Copywriting, Editing, & Content Designing

- Creative content: brand, campaigns, email, long & short form, scripts, thought leadership, decks, social, ads, SEO and evergreen, ghost writing, one pagers
- UI/UX copy: product flows, onboarding, information architecture, websites
- Strategy and execution: researching, pitching/presenting ideas, iterating from A/B test results, creating style guides/templates/documentation, proofreading, superior knowledge of English/grammar and AP, Scrum Master Certified (agile team structure)

Facilitating & Teaching

Designing curricula, planning and implementing programs and events, mentoring/motivating, public speaking, creating inclusive spaces, facilitating difficult conversations (including racial equity), Theatre of the Oppressed, stage direction and performance, fundraising, grant writing