

OBJECTIVE

To find a senior communications or public affairs position that will benefit from my experience, strong writing skills, creativity, attention to detail, and openness to ideas.

TECHNICAL SKILLS & ABILITIES

Video (Vegas Pro, Final Cut), Graphics (GIMP, Inkscape), Digital Marketing, Email Marketing (Constant Contact, MailChimp), Audio (Audacity), HTML, WordPress

EXPERIENCE

- February 2018 – Present *State House Digital and Advocacy LLC*
Opened a digital advocacy firm for lobbying and issue campaigns. Offers programmatic digital and social media advertising and public relations to help clients get their message to lawmakers and develop grassroots advocates.
- June 2013 – January 2018 *State of New Jersey, Department of Children and Families*
Managed communications for one of New Jersey state government's largest departments. Introduced video news releases and broadcast email. Wrote commissioner's legislative and federal hearing testimony, served as media spokesperson, set standards for written material, enforced brand rules, and developed child safety awareness campaigns.
- December 2011 – June 2013 *State of New Jersey, Office of the Lieutenant Governor*
Served as spokesperson and led communications effort for the lieutenant governor and Department of State. Acted as the 2012 presidential election media spokesperson, explaining how citizens in Superstorm Sandy damaged areas could vote.
- August 2010 – December 2011 *HealthCare Institute of New Jersey*
Led communications effort for pharmaceutical and life sciences industry association. Wrote speeches, annual reports, news releases, and served as spokesperson. Managed email newsletter and WordPress website.
- May 2005 – December 2011 *Novita Issues Communication/Online VNR*
Led successful public relations campaigns for New Jersey REALTORS and CFG Health Network. Produced cable TV report for Hillsborough Township and podcast for Robert Wood Johnson University Hospital. Clients included Allied Junction, Fraternal Order of Police, New Jersey & Northern Railway, and Brain Injury Alliance of New Jersey.

EDUCATION

M.B.A. (attended), *Rutgers University Graduate School of Management*
B.S., *Kean University*
Inbound Certification, *HubSpot Academy*
Video Storytelling and Production Bootcamp, *Rosenblum TV*
Social Media, Digital Marketing, Facebook Advertising, and AdWords, *General Assembly*
Public Information Officers Learning Collaborative, *Center for Juvenile Justice Reform*
Elected Municipal Official Education Program, *Rutgers Center for Local Government Services*
Land Use Law and Planning, *New Jersey Department of Community Affairs*

AWARDS

Golden World Award for Excellence (*International Public Relations Association*), IRIS Award (*International Association of Business Communicators*), Jasper Award (*Jersey Shore Public Relations and Advertising Association*), Pyramid Award (*PRSA/New Jersey Chapter and PRSA/New York Chapter*), Platinum PR Award (*PR News*)