

I specialize in communicating articulately, sincerely and most importantly, with levity. Whether dissecting a client brief and challenging assumptions or analyzing data to better isolate metric-driven content strategies, my goal is to help determine what brands and advertisers want to say, who they want to say it to, and how to best communicate it.

## Education

Columbia College Chicago: B.A. Journalism 2007

## Experience

### 2013-2016 | Leo Burnett *Content Strategist*

- Managed daily digital operations and content updates for several large branded websites.
- Developed, pitched and implemented metric-driven multi-channel content strategies for promotional campaigns and content platforms aimed at retention and content engagement.
- Identified digital performance metrics to meet and exceed through project-specific content strategies.
- Worked with creative team to establish brand voice & style consistency throughout digital and printed content.
- Created heuristic evaluations of digital content for gap analysis and competitive assessments.
- More details can be found [here](#) (pw: lbc)

### 2011-2012 | Playboy *Digital Content Producer*

- Worked with UX, Design, Editorial and Technology teams to redesign the style, content and back-end publishing platform for Playboy.com, resulting increases in monthly unique visitors and page views.
- Managed digital production and distribution of all magazine content.
- Repackaged archive and legacy magazine content to supplement Playboy's digital products.
- Worked with national advertisers to pitch and produce native multimedia web content.
- More details can be found [here](#)

### 2010 | Designing Obama *Copy Editor/Writer*

- Worked with the Design Director of Barack Obama's 2008 Presidential Campaign to create 360-page full-color hardbound book dedicated to the art & design of the campaign.
- Organized and planned outline for manuscript.
- Fact-checked and copy-edited manuscript for grammar and style.
- Full pdf of the book is available [here](#)

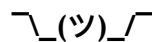
## Additional Experience & Competencies

Proximity Magazine: Managing Editor (2009-2010), Lumpen Magazine: Managing Editor (2008-2009), ThePostFamily.com Blogger (2007-2010), Project Vote Smart: Project Coordinator (2007)

*Writing published by:* Alarm Press, Chicago Innerview, Chicago Reader, New City, In These Times, Adbusters Adobe Suite | MS Office Suite | Wordpress | Drupal | Teamsite | Fatwire | Basecamp | Axure | Omnigraffle

### PROS

- People like me
- Compassionate
- Really good at softball
- Accountable



- Honest to a fault
- Skeptical of assumptions
- Massively cerebral
- Highly critical

### CONS

- Terrible at Foosball
- Cub fan
- Contrarian
- Impulsive