



Professional Summary

I am a skilled communicator with extensive experience in print and online, including fast-paced newspapers, high-traffic news websites and higher education marketing. I am a fast, elegant writer who can quickly grasp complex concepts and explain them to a lay audience, and possess (and continue to acquire) numerous technical competencies—e.g., photography, video, HTML, WordPress and InDesign—that allow me to translate messages into various media. I am calm under deadline and other pressures, and have an eye for detail.

Experience

Communications Manager, Colorado School of Mines

March 2015 to present

- Responsible for promoting the academic activities of the College of Applied Science and Engineering, which includes the departments of Chemical and Biological Engineering, Chemistry, Metallurgical and Materials Engineering and Physics, and graduate programs in Materials Science and Nuclear Science and Engineering. I accomplish this, in part, by writing news items on faculty awards, research grants and scholarly articles; photographing events; maintaining numerous websites; managing several social media accounts; designing print collateral such as posters, flyers and postcards; sending email newsletters; and producing videos.

Web Writer and Content Strategist, The College of New Rochelle

July 2012 to February 2015

- Managed the college's website—CNR.edu—and intranet. Created and maintained various microsites in WordPress. Managed the college's Facebook, Twitter, Instagram and LinkedIn accounts and pages. Wrote articles and took photographs of events, programs, students, alumni and faculty. Played a major role in the creation of a new CNR.edu, working with stakeholders and vendors.

Associate Digital News Editor, North Jersey Media Group

March 2011 to July 2012

- Posted breaking news to and curated the homepage of NorthJersey.com. Managed social media accounts. Created interactive sections for special reporting projects. Designed and installed WordPress as a new blogging platform and trained reporters and editors in its use. Built polls, maps, video presentations, graphic elements and other interactive features. Edited photos and video.

Online Producer, Times Union

January 2009 to March 2011

- Managed the homepage of the most popular news source in New York's Capital Region. Created and curated content for verticals and weekly newsletters on entertainment, pets, parenting, health and more. Blogged about pet ownership. Analyzed website traffic. Produced Night Cam entertainment videos. Helped manage online classifieds system. Led the creation of new website sections.

Copy Editor, Times Union

July 2005 to December 2008

- Edited local and wire stories for content and clarity; wrote headlines; designed and laid out the front page and various sections, working closely with other editors, graphic artists and photographers; determined which wire stories appeared in the paper.

Education

University of Massachusetts, Amherst

Fall 1998 to Spring 2001

Bachelor of Arts in journalism, with honors; minor in psychology



Skills

Expert knowledge of Adobe InDesign, HTML, CSS, WordPress, Associated Press Stylebook, social media; intermediate knowledge of jQuery, JavaScript, PHP, Chicago Manual of Style, Adobe Photoshop, Adobe Premiere (video editing), web analytics, MailChimp.