
SKILLS & SOFTWARE

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|-----------------------------|--------------------------|-----------------------|-------------------|-----------------|
| AP & Chicago styles | Video production/editing | Facebook ads/pages | Google Analytics | Email marketing |
| Adobe Photoshop/Illustrator | YouTube marketing | Adobe InDesign | Twitter/Wordpress | Media pitching |
| Blogs/podcasts/RSS | Microsoft Office Suite | Adobe Premiere/Encore | HTML/XML/CSS | Copy editing |

KEY EXPERIENCE

Nationwide Support Services / The Frugality Game, Irvine, CA August 2009–January 2012
Financial services company focused on rebuilding financial strength. Online tools to help people improve their finances while having fun.

Manager of Online Marketing

- Led writers, video talent and voice actors to plan, write, produce and publish a wide range of compelling content.
- Built and managed community of 13,000+ real Facebook fans and 10,000+ email subscribers.

Communications & Social Media Specialist

- Developed and implemented website launch plan, reaching 10,000+ registered users and 300k pageviews.
- Gathered and analyzed in-depth usage metrics; recommended and implemented significant changes based on data.
- Ran paid traffic campaigns through Facebook ads and YouTube promoted videos; optimized for bang-for-buck.
- Worked closely with programmers to develop and improve online and mobile app user experiences and content.

McGladrey Capital Markets LLC, Costa Mesa, CA October 2008–February 2009
A subsidiary of H&R Block. Middle-market (under \$100 million) mergers and acquisitions advisory firm with specialized teams in 13 diverse industries.

Corporate Communications & Webmaster

- Ran online marketing efforts using blogs, podcasting and search engine advertising; frequently updated website.
- Redesigned webpages to add text, audio, Flash, blogs and other dynamic content (replaced boring, static pages).
- Wrote and distributed weekly press releases and deal announcements; wrote bylined articles and web copy.
- Coordinated media placements, including interviews and bylined articles, and oversaw work by external agency.

Porter Novelli / GCG Rose & Kindel (public relations and lobbying firms), Los Angeles, CA April–September 2008
Public relations and lobbying firms representing the California Restaurant Association and the American Chemistry Council.

Grassroots Public Affairs: Organized business owners to send more than 2,000 letters, changing three major state laws.

EDUCATION

Brigham Young University, Provo, UT 2007

BA in Communications: Public relations emphasis. Management minor. GPA: 3.91/4.00 major; 3.73/4.00 overall.

- Wrote semi-weekly published articles as beat reporter for Daily Universe newspaper (with 18,500 daily circulation).
- As account executive, led and executed branding, advertising, publicity, marketing and research campaigns.
- Created web videos, press releases, advertisements, DVDs and presentations for diverse clients.
- Secured event and issue coverage in several key newspapers (total circulation >750k).

ADDITIONAL EXPERIENCE

Marriott School of Management, Provo, UT March–December 2007
Business school at Brigham Young University. Nationally ranked programs. Alumni association active in 10 countries. Magazine with 40,000 circulation.

Public Relations Writer & Assistant Magazine Editor

- Wrote, edited and published magazine articles, brochures, newsletter and press releases; screened freelance writers.

BYU Department of Communications (broadcast journalism program), Provo, UT January 2006–June 2007

Teaching and Research Assistant: Taught college students to shoot and edit broadcast news; edited video for broadcast.

Washington Kennewick Mission, Kennewick, WA March 2003–March 2005

Full-time volunteer: Door-to-door. Managed teams of six to ten as district leader. Taught. Maintained rigorous schedule.