



QUALIFICATIONS

Dedicated communications professional with experience creating marketing and communication plans as well as managing, editing and writing print and online publications.

Areas of expertise include building strong client relationships, pitching stories to the media, organizing events and more. Skill sets include media relations, news & feature writing, advertising copy writing, project management, social networking, editing, website development, e-mail marketing, grant proposal writing, photography and video production.

SOFTWARE/COMPUTER SKILLS

- HTML
- Microsoft Office
- InDesign
- QuarkExpress
- PhotoShop
- FinalCut
- E-mail Marketing Software
- CMS (Drupal, WordPress, etc.)
- Social Networking
- More

PROFESSIONAL EXPERIENCE

Photographer, Video Producer & Social Media Coach (2008-PRESENT)

- Create dynamic video and photography content for clients that include The Awesome 80s Prom, BeABroadwayStar.com, CorinesCorner.com, ActOutsideTheBox.com and more.
- Lead social media marketing seminars for ActOutsideTheBox.com including seminars on Facebook, Twitter & YouTube.
- Create and edit blog posts for Actors Connection (<http://ActorsConnection.com/blog>).
- Co-organized fundraising benefit for Beauty Cares (<http://BeautyCares.org>).
- Created and developed the website for the accounting and management consulting firm, Rios & McGarrigle (<http://RiosAndMcGarrigle.com>).
- Currently creating and developing the website for the Singers Forum (<http://SingersForum.net>).

Communications and Marketing Project Manager (2007-2008)

Lebanese American University; New York, N.Y.

- Secured the most media placements in North America in the history of the university.
- Raised money by coordinating direct mail campaigns.
- Oversaw the creation and development of the university's first advancement website.
- Raised awareness of the university by writing OpEds and Letters to the Editor.
- Built relationships with outside organizations by organizing events & lectures.

Director of Communications (2002-2007)

Director of Public Relations (2001-2002)

St. Bartholomew's Church; New York, N.Y.

- Wrote and edited internal and external communications that included e-mails, web copy, marketing collateral and newsletters that promoted events, raised money and built awareness of the organization's mission.
- Designed, wrote copy and distributed print and radio advertisements to promote events.
- Supervised a staff of three, freelance graphic artists and volunteers.
- Created and implemented marketing campaigns.
- Wrote press releases and pitched stories to local and national media.
- Coordinated direct mail campaigns.

MEDIA PLACEMENTS

- Live with Regis
- The Today Show
- Good Morning America
- Time
- Los Angeles Times
- The New York Post
- NY One
- New Jersey Star Ledger
- The Jewish Week
- TimeOut/NY
- NPR
- CNN
- Newsday
- Telemundo
- The Early Show
- More

PUBLISHED WRITING & PHOTOGRAPHY

- The New York Times
- Star Magazine
- TMZ
- TimeOut/NY
- The New York Post
- The New Jersey Star Ledger
- The New York Blade
- Edge United States
- The New York Resident
- Complete Woman
- Newsday
- Playbill.com
- TheaterMania.com
- ABC's *The View*

PANELS, WORKSHOPS & TEACHING EXPERIENCE

- International Association of Business Communicators
- Public Relations Society of America
- East Central Theatre Conference
- University of Maryland Honors Program
- South Carolina Thespian Association
- St. Alban's Summer Programs
- Louisburg College
- University of South Carolina
- The Bullis School
- Forest Hills Adult Center
- LaGuardia Community College
- ComedySportz
- University of Maryland Arts Center
- Purdue University
- Act Outside the Box

EDUCATION

University of Maryland, College Park
Master of Fine Arts, Theater Management

University of South Carolina, Columbia
Bachelor of Arts, Journalism (Advertising/Public Relations)