

EXPERIENCE

Clarivate Analytics

2017 to Present

Senior Manager, Demand Marketing

- Drive lead generation through campaigns, [webinars](#), [social](#) and paid search optimization
- Write and disseminate [powerful messaging](#) to sell cybersecurity product line
- Deliver hundreds of qualified leads to sales each month with digital marketing programs

Senior Writer & Marketing Communications Manager

- Lead writer for impactful, SEO-rich product and brand messaging that drives engagement
- Promote brand awareness with [collateral](#), [ads](#), [social](#), email, [webpages](#), [blogs](#) and [reports](#)
- CMO Award winner for exceptional leadership and performance; *Marketing Tribe* award

LeEco

2016 to 2017

Senior Writer & Editor, Creative Services

- Developed copy style guide; lead brand and product writer for web, UX, [print](#), [email](#), social
- Wrote press releases, [blogs](#), speeches, bios, [brochures](#), internal comms and presentations
- Copywriter for [packaging](#), [manuals](#), [app updates](#), [media guides](#), [video](#), website, [collateral](#)

Ten-X

2011 to 2016

Marketing Manager, Real Estate Events

- Marketed nationwide events attracting 100+ attendees each; [Wall Street Journal](#) coverage
- Implemented pipeline funnel metrics to track lead lifecycle from start to closed-won
- Three promotions during stint at Ten-X; trained three hires and supervised intern team

Senior Marketing Coordinator, Commercial Real Estate

- Liaison for all [direct mail](#), email, [national ads](#), [brochures](#) & presentations
- PR, comprehensive property [brochures](#) and client presentations
- Provided content and design direction; recognized with *Above & Beyond* award

Adams Outdoor Advertising

2010 to 2011

Account Executive

- Oversaw sales portfolio of \$150K+ comprising 30+ accounts; exceeded revenue goals
- Developed [creative strategy](#); collaborated with design and presented client proposals

Gazette Newspapers

2007 to 2009

Features Editor & Reporter

- Produced six [articles](#) weekly; edited features; oversaw page layout; led team of writers
- Spearheaded website overhaul; doubled unique visitor hits; increased ad revenue by 20%

Orange County Register

2005 to 2007

News Reporter

- Covered [Laguna Beach beat](#); reported on [city council](#); maintained crime log, calendar
- [News-features](#); profiles; special events; front-page coverage of annual Pageant of the Masters

EDUCATION

Master of Science in Advertising

University of Illinois (2010)
3.9 GPA; *Teaching Assistant*

Bachelor of Arts in English

University of Redlands (2006)
Phi Beta Kappa; 3.9 GPA

American University

Journalism Semester (2005)
4.0 GPA

ADOBE CREATIVE SUITE | WRITING | EDITING | CREATIVE | GOOGLE ANALYTICS | SALESFORCE | MARKETO | ELOQUA

CMO AWARD WINNER | 2018