



Marketing strategist, design thinking facilitator and MBA with over eight years experience in creating and storytelling.

Education

Johns Hopkins University Carey Business School Masters of Business Administration, Design Leadership	Baltimore, MD
Maryland Institute College of Art Masters of Arts, Design Leadership, Design Leadership Scholarship	Baltimore, MD March 2015
American University Bachelors of Arts, Print Journalism, Magne Cum Laude, Dean's Scholarship	Washington, D.C. May 2008

Experience

Johns Hopkins Medicine Technology Innovation Center

Marketing and Communications Manager

Baltimore, MD
Oct. 2014 - Present

- Develop budgets, design organizational process, and lead customer acquisition for software development projects
- Lead strategy, recruitment, and instruction for health technology accelerator program at Johns Hopkins Medicine
- Manage interface design sessions and customer discovery at project kick off and during new project phases
- Organize and facilitate design thinking sessions for software developers, emergency department, medical students
- Create and implement marketing strategy for branding, website, collateral, social media, and products

Quantified Care

Vice President of Media

Baltimore, MD
Feb. 2014 - Oct. 2014

- Led design and media vendors to launch brand, promotional videos, and website elements.
- Managed public relations strategy, which garnered coverage from Fast Company, Fox News, and BBC
- Achieved \$15,000 in funding for 45-day Indiegogo campaign as lead content creator and promoter

Campaign Consultation

Project Specialist

Baltimore, MD
Oct. 2011 - Oct. 2013

- Provided digital media advice for issue advocates, national service leaders, and federal agencies including HHS
- Designed and led three-day delivery of virtual conference for 1500+ Senior Corps leaders
- Facilitated and designed sessions for two Social Innovation Fund national conventions

D.C. Central Kitchen/The Campus Kitchens Project

Social Media Coordinator

Washington, D.C.
Nov. 2009 - Oct. 2011

- Mentored and trained 30 Campus Kitchen programs in public relations, fundraising, and digital media strategy
- Planned, wrote and distributed monthly e-newsletter updates for over 2000 individuals
- Created original content for blog posts, Facebook, Twitter, LinkedIn, Flickr, YouTube, and Ning private networks

Believe In Tomorrow National Children's Foundation

Communications Associate

Baltimore, MD
Sept. 2008 - Aug. 2009

- Collaborated with designer to overhaul website, re-write content, and re-construct navigation
- Crafted original website, social media, and e-news content, covering services for critically ill children

Washingtonian Magazine

Editorial Intern

Washington, D.C.
Jan. 2008 - June 2008

- Wrote eight published articles profiling people, food, and home improvement
- Drafted 36 blog posts posted to Washingtonian.com about food and events

Blogging: StayClassyCanton.com (Co-Founder, 2012): Manage, write for award-winning Canton community blog

Software: Adobe Creative Suite, Altlassian Suite, Launchpad, Google Analytics, WordPress, Squarespace