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Executive Summary

Expert in web and digital marketing strategy, project management, and educational program development. With experience in leadership roles and a proven track record of successful project implementations, well-equipped to drive digital transformation and strategic growth in educational and mission-based organizations. A highly qualified leader with experience in fundraising and advancement activities, demonstrating a proven ability to secure substantial funding through effective grant-writing and development efforts.

Professional Experience

The Remnant Trust | Vice President (May 2023 — Present)

- Collaborating on strategic vision and managing operations to align organizational activities with the mission
- Building educational program based in the content of a collection of 1,600+ original sources and early printings of classic works
- Coordinating advancement and grant-writing efforts, helping to secure a \$750,000+ grant from Lilly Endowment, Inc.
- Guiding strategy for expanding digital Timeline of Liberty website and social media presence
- Designing displays and assist with exhibitions at in-person events
- Implementing inventory and project management processes

Ball State University | University Web & Digital Marketing Strategist (August 2021—May 2023)

- Redesigned high-traffic landing pages (bsu.edu/discover, bsu.edu/discovergradschool, bsu.edu/firstyear) for prospective students, leading to increase in number of applications year-over-year
- Identified elegant digital solutions to complicated content problems such as 100+ separate program requirements for applying to graduate school
- Led team of digital strategist for Sitecore content management system to maintain the university website of 50,000+ pages
- Managed emails, forms, surveys, and microsites using various softwares (Emma, Formstack, Qualtrics, Wordpress). Email management including communications and newsletters from the president of the university
- Collaborated with cross-functional team of designers, writers, and account managers to exceed client expectations

Liberty Fund, Inc. | Web Content Coordinator (January 2016—May 2021)

Liberty Fund, Inc. | Marketing Support Specialist (January 2013—December 2015)

- Led *Adam Smith's Enlightened World* digital product (adamsmithworks.org) from conception to implementation as part of a \$3.2 million grant from the John Templeton Foundation, working with a developer to create custom application and with an interactive design firm to create an interactive landing page
- Led redesign of corporate website (libertyfund.org) from custom-built application into Wordpress and WooCommerce using Agile methodology

- Edited HTML for Liberty Matters scholarly content for publication on educational resource website OLL (oll.libertyfund.org)
- Collaborated with internal team and external development team for redesign of economics website (econlib.org) using Scrum sprints and daily progress update meetings
- Collaborated on the development of JIRA project management instance for the organization to track the progress of cross-departmental initiatives

New York YMCA Camp | Communications Coordinator (August 2011—April 2012)

New York YMCA Camp | Summer Marketing Intern (May 2011—August 2011)

- Maintained Wordpress website including photo and content updates
- Used FinalCut Pro for video editing weekly slideshows

Education

Ball State University

- Master of Arts in Emerging Media Design and Development (August 2021—May 2023)
- Bachelor of Arts in Public Relations (August 2008—May 2011)

Skills

Adobe Creative Suite (Illustrator, Photoshop, Sketch)

Content Management Systems (Wordpress, Sitecore)

Google Office (Analytics, Data Studio, Docs, Sheets, Sites, Forms)

Email Marketing (Constant Contact, Mailchimp, Emma)

Figma

HTML, CSS, JavaScript (React)

Microsoft Office (Outlook, OneDrive, Excel, Powerpoint)

Salesforce CRM

Social Platforms

UX/UI

Volunteer

Big Brothers, Big Sisters of America, 2006—2017

Late Nite Advisory Board, 2009

Certifications

Meta Front-End Developer | Coursera (March 2023)

Social and Behavioral Research | CITI Program (September 2022)

Awards

Best Webmaster, 2012 | YMCA of Greater New York

Big Brother of the Year 2009 | Big Brothers, Big Sister of America of Delaware County

Class President (2007)

Dean's List (GPA-based, every semester)

National Merit Scholarship (character-based)

Schoeff Scholarship (music-based, piano performance)

Storer Scholarship (GPA-based)

Valedictorian Scholarship (GPA-based)