

Summary

General Manager, Content Strategist, and Digital Producer. Depth of experience in communications, startups, and nonprofits. Proven success leading both content and product development. Able to manage the entire project life cycle from initial planning stages through preliminary deliverables, execution, launch, and maintenance. Adaptable to changing needs, with the ability to pick up new skills on the fly. Thorough understanding of IA, UX, social media, digital trends, and emerging technologies.

Key Competencies Include:

Organizational Management

Web Production & Digital Product Management

Content Strategy

Copywriting & Strategic Communications

Work Experience

Digital Content Strategist, Bank of America, 2012-present.

Work on content-related marketing projects in the Ultra High Net Worth segment of BofA's wealth-management businesses.

- Manage content for U.S. Trust website, microsites, and iPad app, coordinating subject matter experts, compliance, and coders.
- Consult on editorial content delivery via multiple channels — including print, web, and mobile.
- Plan content and produce low-fi wireframes for intranets and email newsletters.
- Managed content migration during the launch of a new template system for USTrust.com.
- Provided business strategy and oversight for enterprise-level content-delivery tool, allowing clients and their financial advisors to manage subscriptions to digital and print publications.
- Wrote internal communications and managed intranet content.

Content Strategy Consultant, self-employed, 2011-2012.

Work with clients on full projects, specific deliverables, staff training, research, and SEO. Specific projects included:

JWT (2012): Performed an in-depth competitive analysis of content on JWT's website and those of 10 competitors. Produced 83-page illustrated report analyzing content quality, barriers between users and key content, and each site's brand story or market differentiator. Report was used on the C-level to help prioritize and guide internal web strategy.

Gin Lane Media (boutique agency, 2011-2012): Led initial phases of Gin Lane's site redesign for Altour, a major corporate-travel company. Served as client's primary POC, helping the agency win a larger contract covering design, build, and launch. Worked with Altour's President, SVP, and Marketing Manager to clarify business and brand requirements. Conducted content audits. Documented site strategy through development of the sitemap and content requirements. Researched keywords, created content templates, and trained client in digital copywriting and SEO.

Manager of Web Production, AOL Advertising, 2010-2011.

Served as the company's first dedicated web strategist and producer. Juggled the management of B2B sites, met the needs of diverse stakeholders, and led new projects for AOL Advertising and its sister companies.

- Led strategy, UX, and development for new websites and special projects for AOL Advertising, Advertising.com, and ADTECH.
- Collaborated with marketing leads, corporate communications, developers, designers, and copywriters on the announcements of major acquisitions.
- Implemented content-strategy processes that were later used for AOL consumer-facing sites.
- Managed multiple, concurrent projects with minimal resources and tight turnaround times.
- Wrote and distributed RFPs, coordinated vendor selection, and managed outside agencies.

Founding General Manager, We-Care.com, 2008-2010.

Built and launched this startup, which provides advanced tools for nonprofit fundraising through affiliate marketing. Managed the company and handled all product management responsibilities. Led and mentored a team that continues to successfully grow the business.

- Led ongoing product development, managing seven direct reports and all vendors.
- Launched a pilot program that raised \$200,000 for the ASPCA in its first seven months.
- Spearheaded product strategy, keeping the company focused on innovation, quality, and productivity.
- Oversaw the development team, working closely with the lead engineer on product builds, the selection and implementation of technology solutions, and the QA process.
- Designed taxonomies and metadata structures, and wrote the editorial style guide, content specs, and functional specs.

Brand and Web Production Manager, NYLC, 2003-2008.

Transformed this national educational organization — which lacked a web presence and brand identity — into an online leader in the worlds of education and positive youth development, with a trusted, well-recognized brand.

- Increased web traffic by 300 percent over three years.
- Led the creation of organizational websites and extranets, including strategic planning, information architecture, design, development, population, quality assurance, and launch.
- Developed an online library, making 25-years of teacher resources — most of them long out of print — available on demand.
- Planned, wrote, edited, and managed site content, including program information, articles, functional copy, and content for the online library.
- Established a new brand identity, including design standards, logo, color palette, and editorial style guide.

Marketing and Interactive Copywriter, freelance, 1996-2008.

Provided effective, web-specific content; improved website usability through innovative functional copy; and helped startups define their voices.

- Generated content for online publications and corporate websites. Clients included Amazon.com, PBS, VH1, CDNow, Factor_UE, Limited Too, Request Magazine, and Techies.com.
- Improved usability of consumer websites and business-to-business tools by providing clear, concise instructional copy. Clients included American Express, Reynolds Metals, CarSoup, Lawson Software, Lunds and Byerly's, TestQuest, and Tie Commerce.
- Wrote marketing collateral — from packaging to direct-mail campaigns — for a diverse group of businesses, helping the companies focus their messages and establish their voices. Clients included AltiPlano Gold, Factor_UE, FlexoGrafix, and Gutzmann Design.

Prior Employment

- **Publications and Web Editor**, American Composers Forum, 2000-2003.
- **Journalist**, freelance, 1995-2008.

Education: Virginia Tech, BA in Theatre Arts/Liberal Arts.

Select Trainings: General Assembly (Mobile UX and Mobile Product Management), SheSays (Digital Strategy), and Sequent Learning (Product Management).

Associations: Association of International Product Marketing and Management (AIPMM), NY Product Management Association, and NTEN: The Nonprofit Technology Network.

Software and Technical Experience: Adobe Creative Suite and Omniture; OmniGraffle; basic HTML; Salesforce; Drupal, Joomla!, and Custom Content Management Systems; Sitemaps and Wireframes; SEO; Google Analytics; and Microsoft Office.