

Education

California College of the Arts, San Francisco CA

MBA in Design Strategy

expected May 2013

- "This unique program unites the perspectives of systems thinking, design and integrative thinking, sustainability, finance, entrepreneurship, and generative leadership into a holistic strategic framework." (from cca.edu)

University of Cincinnati, College-Conservatory of Music, Cincinnati OH

BFA in Electronic Media, Certificate of Writing in Journalism

June 2006

- Valedictorian, Summa Cum Laude, Distinguished Honors Scholar

Professional Experience

Freelance, Venice CA & New York NY

Branding Consultant & Senior Copywriter

Jan 2008 – present

- Generate concepts and content for award-winning identity and communication materials for an international client base including The Ritz-Carlton, Primavera and the AIA
- Collaborate with creative teams for printed collateral, audio/video, web development and naming
- Communicate directly with company founders, creative directors, marketing experts, graphic designers and web coders
- Consult on visual and interactive design
- Manage and negotiate scheduling to maximize budgets and consistently complete work on or ahead of schedule

Belkin, Playa Vista CA

Senior Copywriter

Feb 2011 – Dec 2011

- Responsible for copywriting and naming to ensure that all messaging was clear and on brand
- Supported marketing efforts to develop packaging, web, merchandising and collateral
- Collaborated closely with design, integrated marketing and product management teams

Liska+Associates, New York NY

Content Strategist & Copywriter

Oct 2006 – Jan 2008

- Generated concepts and content for award-winning identity and communication materials, working with 2-6 person creative teams and acting as client and vendor contact
- Developed and implemented new business strategies, conducted outreach, managed content and layout for case studies documenting Liska's major projects, and wrote proposals and creative briefs to win lucrative contracts
- Developed concept for What's New, Liska's interactive marketing newsletter and web feature for clients and new business contacts
- Managed client media planning and advertising negotiations with vendors including *The New York Times*, *The Real Deal* magazine, CBS Outdoor and Cemusa

Additional Relevant Experience

Taproot Foundation, Los Angeles CA — *Pro Bono Copywriter & Editor*

Oct 2009 – May 2011

- Collaborated with 5-6 person teams of volunteer consultants selected through a professional-level process to fulfill requirements for service grants awarded to qualified nonprofits
- Worked directly with nonprofit executive directors, employees and board members to define key messaging, content strategy and tone
- Wrote and edited all content for brochures and websites, and coordinated team approval

Broadcast Education Association Multi-Media Student Competition — *Judge*

Jan 2008, Jan 2009

Professional Recognition

Print Regional Design Annual; AIGA 365; Utopia U B the Judge; Step Inside Design