

EDUCATION

University of Maryland-College Park · May 2008

Philip Merrill College of Journalism · BA in broadcast journalism; minor in psychology
Society of Professional Journalists' Mark of Excellence Award Recipient in March 2008

SKILLS

Final Cut Pro, Photoshop Elements, Adobe Creative Suite (proficient in Audition and Premiere), Microsoft Office Suite, Social Media (including Facebook, Twitter, Pinterest, Instagram, and Snapchat), Wordpress, QuarkXPress, AP/Chicago Manual Style

EXPERIENCE

Freelance Writer/Media Relations · Jazz on the Chesapeake, Easton, Md.

January 2016 to present

- Create, manage, and track PR coverage of Jazz on the Chesapeake programs, including the Monty Alexander Jazz Festival, to elevate exposure and increase attendance
- Establish media list and develop a relationship with contacts to secure coverage
- Interview musicians and write articles about upcoming performances to be published in regional media outlets (print and online)

Social & Style Editor · What's Up? Media, Annapolis, Md.

April 2014 to present

- Pitch and produce content for The LOOK section, highlighting health, wellness, beauty, fashion, and fitness trends
- Contribute additional editorial throughout publications: Towne Salute (profiles of unsung heroes); Towne Social (philanthropic event coverage); Fifteen Minutes With... (Q&As with artists/performers); Bring It Home! (interior design style pages); Fresh Look (food trend articles); and, occasionally, long-form features
- Manage quarterly fashion photoshoots—track trends; coordinate items with retailers; schedule models, photographer, and hair and makeup artists; scout venues; direct shoots; write copy to complement photos; and create visually engaging layouts
- Copy edit publications for grammatical, spelling, and factual errors
- Devise and develop marketing campaigns and networking events

Dir. of Marketing & Communications · Talbot County Chamber of Commerce, Easton, Md.

July 2012 to April 2014

- Manage all editorial properties of Chamber correspondence and marketing materials, including weekly newsletters, print publications, press releases, and online content
- Initiate, organize, and promote workshops/programs, luncheons, and major fundraising events
- Create pre- and post-event marketing materials with articles, photographs, and videos

Community Editor and Business Editor · The Star Democrat, Easton, Md.

April 2010 to June 2012

- Manage two major sections of daily news publication by establishing written content; conducting interviews; taking photographs; and copy-editing pages
- Enhance online content with social media posts and videos