

EDUCATION & CERTIFICATIONS

University of St. Thomas Houston , B.A. International Studies, August 2010 - December 2014

- FutureLearn: [Digital Skills: Social Media](#), [Digital Marketing](#), [Digital Skills: Analytics](#)
- [Google Analytics for Beginners Certification](#)

PROFESSIONAL EXPERIENCE

Digital Media Coordinator, National Association for Mental Illness, Remote

August 2023 - Present

- Generating analytics reports to track KPI's for both social media benchmark monitoring and internal department reporting.
- Community management & moderation of conversations among 1.4 million social media followers across 5 platforms
- Scheduling content on 4 social media platforms utilizing Sprout Social.
- Conceptualizing content to boost engagement and promote NAMI's resources & information.
- Collaboration with social team to strategize social media content in alignment with NAMI's marketing plans.
- Project management and collaboration with Marcom and Programs staff to create marketing assets.
- Creating social media graphics, caption copy and short form video as needed.

Contract Employee, Scion Staffing December 2022 - June 2023, Remote

- **Amnesty International USA, SDPAC Support Staff, May 2023 - June 2023**
- **Amnesty International USA, Community Programs Assistant, Dec. 2022 - May 2023**
- **Amnesty International USA, Youth & Student Program Assistant, Jan. 2023 - Feb. 2023**
 - Drafting & formatting written copy for Slack & Constant Contact email newsletters.
 - Writing Moderator Guidelines and advocacy surveys, utilizing AIUSA's brand voice.
 - Editing, updating & designing activist resource guides, slide decks & email graphics, following branding standards.

Digital Communications Specialist, Northwest Assistance Ministries

June 2019 - October 2022, Houston TX

Key Accomplishments

- Implementing cross-channel storytelling campaigns, increasing social media followers & engagement by approx. 20% every year
- Increasing news media & supporter shares on social media by approximately 30%
- Reclaiming access for Google Business, Adgrants & LinkedIn
- Video editing & production lead to create updated [Staff & Volunteer Orientation video](#)
- Campaign leader & content creator for [2019, 2020 & 2021](#) Giving Tuesday, raising up to \$17,300 in one day
- [Launching NAM on TikTok](#) in 2021, collaborating with Family Violence Center Prevention Educator to create videos & expanding content to include all NAM programs

Content Creation

- Writing 3-5 blogs each month
- Interviewing assistance clients in English & Spanish to create trauma-informed [storytelling content](#)
- Designing print flyers & other visual assets
- Production 4-6 daily social media posts, implementing DEI & trauma-informed standards:
- Creating social media visuals: graphic design, photo/video production and editing
- Formatting & writing paid ads for LinkedIn, Facebook and Instagram when needed
- Ensuring consistent branding standards were utilized in all visual & written content.
- Creating bilingual graphics and adding Spanish subtitles to select videos

Digital Accounts & Website Responsibilities

- Communicating with partner organizations, volunteer groups and news reporters on social media, writing engaging copy for post re-shares and comments
- Writing answers for client, partner & donor inquiries via social media and general email account
- Updating website calendar and programs pages with graphics, copywriting and photos as needed.
- Generating SEO optimized writing for website and Google AdGrants
- Analyzed website & social media analytics, creating monthly reports with data visualizations to measure important KPI's

Administrative Assistant, Development Department, United Against Human Trafficking

December 2017 - May 2019, Houston TX

- Interim social media content creator: designed graphics and wrote social media caption copy across 4 platforms, increasing Facebook followers by 40% and Instagram followers by 85%
- Managed Wordpress calendar and communications on social media & agency email
- Writing and editing of [blogs](#), website copy, and donor letters
- Assisted Executive Director, and Directors of Development and Administration with diverse tasks & projects: management & data entry for donor database, sending donor acknowledgements, management of office move logistics, researched grant opportunities

Marketing & Communications Assistant (Grant Funded) Houston PetSet

September 2017 - December 2017, Houston TX

- Composed and edited emails for communication of volunteer opportunities, events, resource availability,
- Assisted Houston PetSet executive staff, Houston Petset Young Professionals, and non-profit partners with their Harvey Response, animal welfare support efforts and fundraising events
- Edited content on Wordpress website and updated social media as needed

Newsletter Editor, Part-time contract position

Citizens Environmental Coalition, September 2017 - December 2017, Houston TX

- Edited and formatted newsletter, by weekly deadline; management of website calendar
- Corresponded to event posting and press release requests of the Houston-Galveston environmental community, forwarding correspondence and promptly answering event calendar inquiries

..... EXPERIENCE DURING UNIVERISTY

News Editor, full-time student position

The Summa Newspaper, University of St. Thomas, March 2012 - December 2014, Houston TX

- Lead writer for the News Section: writing approximately 2-6 articles per issue
- Edited, revised and fact checked all written articles, following AP Style Guidelines
- Contributing writer for Opinions, Features and Entertainment sections
- Managed News Section writing assignments: proposed and developed story ideas, fact-checked and edited writers assignments, researched supplemental facts and statistics
- Collaborating with other editors to copy edit each issue.

President, Students Working Against Trafficking, University of St. Thomas

Volunteer leadership, March 2012 - December 2014, Houston TX

- Planned logistics for interactive events for students and community
- Created or coordinated marketing campaigns & collateral to promote events and awareness of trafficking
- Directed 2 on-campus fundraising concerts for local anti-trafficking organizations
- Received letter of recognition from university president & Student Enrichment Award

Communications Coordinator, part-time work-study student position

Citizens Environmental Coalition, March 2013 - December 2014, Houston TX

- Assisted Executive Director with management of website updates: calendar postings, press releases, green jobs employment listings
- Assisted with social media postings on Facebook and Twitter

Awareness Month Intern, part-time, unpaid internship

United Against Human Trafficking, August 2012-October 2012, Houston TX

- Managed editing and mailing of acknowledgement letters for event attendees and donors.
- Researched and created human trafficking information boards
- Assisted with event logistics for all Awareness Month Events.

