

## PROFESSIONAL EXPERIENCE

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### **Freelance Copywriter and Editor** (Montclair, NJ)

May 2018–current

- Work with CPG companies, nonprofits, consulting firms, ad agencies and small businesses to understand and define their goals, distilling their multifaceted mission in a succinct and compelling manner
- Create content, copy, ad lines and pitch decks for the client's various platforms depending on their needs
- Conduct research and copy audits relevant to the company or individual's target market and/or audience and devise creative content strategy based on past insights, brand awareness and engagement data
- Perform A/B testing strategies to evaluate effectiveness and optimize advertising performance and tone, along with SEO optimization

### **The Alban Group** (Newark, NJ)

November 2021–June 2024

#### *Construction Project Coordinator & Copy Editor*

- Facilitated client-facing communication, fundamental compliance work, and coordination between all project personnel for 6-8 large-scale renovations/design-builds at a time
- Supported project management team in the successful execution of multi-million dollar projects, while maintaining project schedules, tracking milestones, managing project documentation, and billing
- Composed and edited industry-specific copy for email newsletters, driving engagement and increasing open rates by 64%, while focusing on the development of brand values and key marketing messages
- Researched and implemented new software to optimize net profits and overall work product output

### **Davis Polk and Wardwell LLP, Financial Institutions Group** (New York, NY)

Dec 2016–May 2018

#### *Corporate Legal Analyst*

- Compiled and drafted the Davis Polk Regulatory Tracker email six days a week (one of DPW's highest grossing products to date), which condenses real-time developments in the financial services industry for more than 4,000 subscribing institutions each day
- Played an integral role in streamlining the process of drafting individualized resolution plans for several financial institutions varying in size and regulatory requirement
- Created profit-loss analyses, managed billing data and client-facing communication on Shared Templates product for both domestic and international clients
- Assisted in researching, drafting and editing blog posts on topics ranging from regulatory rulemaking and cybersecurity to Fintech and bitcoin

## EDUCATION

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### **Bucknell University** (Lewisburg, PA)

**GPA: 3.8/4**

#### *B.A., English and Creative Writing and Minor in Legal Studies and International Relations*

- **Awards:** Dean's List of Exceptional Scholars, Sigma Tau Delta Academic Honor Society, graduated Magna Cum Laude
- **Extracurricular:** Patriot League Division I Women's Varsity Track & Field team, Executive Board Member of The Bucknell Brigade, Girls on the Run Volunteer Coach and Mentor

### **Virginia Tech University** (Blacksburg, VA)

#### *Major in Biology*

- **Awards:** Dean's List of Exceptional Scholars, Sigma Tau Delta Academic Honor Society
- **Athletics:** NCAA Division I Women's Varsity Track & Field team

**Skills:** Microsoft Office Suite | Google Analytics | Social Media | Adobe Acrobat & Photoshop | Distill | AIA | LexisNexis  
Emotionally Intelligent | Focused Collaborator | Active Listener | Inventive Thinker | Responsive Team Player