

## SUMMARY

Communications specialist with experience working as a conservation nonprofit communications manager. Proven ability to produce stories on deadline for print and digital platforms. Possess strong knowledge of content marketing strategies on social media platforms and the use of analytics tools to forecast successful digital content.

## QUALIFICATIONS

- Excellent communication skills and judgment, with proven ability to meet deadlines.
- Effective research and analytical skills with the ability to tell engaging stories in a variety of formats.
- Proficient with Salesforce CRM, Classy, Adobe Creative Suite, Facebook Business Manager, Mailchimp (and other email management tools), Wordpress CMS, and working knowledge of HTML and CSS.

## WORK EXPERIENCE

### COMMUNICATIONS MANAGER | WILD MONTANA | NOV. 2019 – CURRENTLY

*Butte, Montana*

- Manage all email communications, social media monitoring and soft content creation and scheduling, website content manager, and adept at using Salesforce CRM and Pardot to track the effectiveness of our communications.
- Helped execute rebrand from Montana Wilderness Association to Wild Montana; project manager for the website redesign.
- Help manage and implement social media and other digital advertising campaigns, work with development and engagement teams to create marketing strategies for campaigns.
- Chapter communications manager; regularly work with volunteers to produce marketing materials, newsletters, and more.
- Proofread and copy edit volunteer and staff-written blogs for website; write soft content to generate organic traffic.

### GENERAL ASSIGNMENT REPORTER & SOCIAL MEDIA MANAGER | THE SOURCE WEEKLY | AUG. 2017 – NOV. 2019

*Bend, Oregon*

- General assignment reporter; gathered information, conducted interviews, shot photos and video for weekly print editions and various digital products, including website and newsletters.
- Managed social media pages affiliated with The Source Weekly, optimizing content scheduling for maximum reach and engagement, in addition to other digital marketing duties, such as producing daily and weekly newsletters.
- Integral part of launch and production of a daily newsletter, growing audience to 8,000 subscribers in six months.
- Liaison between Foundation CMS development team and newspaper editorial staff, communicating goals for The Source Weekly digital assets and integrating new digital tools into department workflows.

### DIGITAL DEVELOPMENT & PROJECT MANAGER | LAY IT OUT EVENTS | AUG. 2017 – NOV. 2019

*Bend, Oregon*

- Designed and managed 10+ WordPress sites, implementing changes per event team requests.
- Copywriter for event press releases, social media channels, newsletter marketing and event websites.
- Prepared analytical reports for 40+ social media accounts, setting goals and tracking metrics for different platforms.

### INTERN | ARIZONA CENTER FOR INVESTIGATIVE REPORTING | JAN. 2017 – JUNE 2017

*Flagstaff, Arizona*

- Gathered public records and quotes; Compiled and analyzed data for a collaborative project examining state universities in Arizona. Produced a story on the state of student housing in the city of Flagstaff.

### TECHNICAL DIRECTOR & PRODUCTION ASSISTANT | KTVH 12 – NBC | MAY 2009 – NOV. 2011

*Helena, Montana*

- Technical director and production assistant for live and pre-recorded station programming; reserve newscast director.
- Packaged breaking news stories for website and social media.

## EDUCATION

### NORTHERN ARIZONA UNIVERSITY – FLAGSTAFF, ARIZONA (2017)

B.S. Journalism, Emphasis in Photojournalism and Documentary Studies | Honors: *Summa Cum Laude*

## REFERENCES

Kassia Randzio, former Wild Montana development director - 406-830-6035

Aaron Switzer, Source Weekly and Lay It Out Events publisher/owner - 541-390-9850

Nicole Vulcan, Source Weekly editor - 971-276-7720