

VOX MEDIA

ASSOCIATE DIRECTOR, INTEGRATED MARKETING SEP 2024 - MAY 2025

Produced creative strategies for clients through collaboration with various teams, deck storytelling, and project management

- Collaborated with Vox Creative to produce overall creative strategy and branded content components tailored to each individual client
- Designed pitch decks and mocks, synthesizing lengthy client goals into succinct deliverables
- Project managed across Experiential, Sales, and Insights teams to create efficient, effective client materials
- Closed deals with several high profile clients to transition our pre-sale creative strategy into post-sale articles, videos, social assets, and experiential activations

BUZZFEED

SENIOR MANAGER, BRANDED CONTENT MAR 2022 - MAR 2024

Managed a team of three Creative Producers to create branded content for BuzzFeed, HuffPost, & Complex

- Mentored a team of contractors and full-time employees, helping them refine their branded content writing
- Supervised high-profile photo and video shoots both domestically and internationally, acting as Creative Director on set
- Coordinated with Complex leadership post-acquisition to develop approach to writing content in their distinct tone
- Spent three months embedded with editorial video teams in an effort to help further editorialize branded video production

SENIOR PRODUCER, BRANDED CONTENT AUG 2019 - MAR 2022

Served as pre-sale Creative Director and post-sale Producer on creative execution for BuzzFeed & HuffPost

- Developed processes for remote photoshoots during the pandemic, project-managing talent over Zoom
- Acted as primary Creative partner to the Events team, brainstorming experiential concepts and executions
- Coordinated with HuffPost leadership post-acquisition to lead and write the first-ever branded content program for the brand
- Acted as the brand expert for HuffPost, guiding pitches and training fellow Creatives on writing with appropriate tone

CREATIVE PRODUCER, BRANDED CONTENT NOV 2016 - AUG 2019

Acted as pre-sale Creative and post-sale Producer on BuzzFeed content marketing campaigns spanning written, video, and social

- Produced written and video content for brands including Amazon, Netflix, Target, Live Nation, and Hinge
- Wrote 8+ Branded Content and Commerce Articles a week, including: lists, quizzes, longform essays, talent interviews, and interactive maps
- Helped develop a new micro social video format ("BuzzCut") and worked with video team to execute for clients
- Supported Design team by creating assets (GIFs, stills, thumbnails, and deck templates) to use in articles

CREATIVE FELLOW, BRANDED CONTENT AUG 2016 - NOV 2016

Selected from 1000+ applicants to make shareable social, video, and written content for BuzzFeed

- Helped create authentic, shareable, branded content, including: lists, quizzes, essays, red carpet coverage, and social video
- Contributed to team brainstorming, helping shape programs with varied editorial executions
- Shadowed Photo, Design, and Video teams to learn new skills that could be applied to content production

TAYLOR

DIGITAL CONTENT INTERN MAR 2016 - MAY 2016

Created content for the social media accounts of Taylor clients, including: Guinness, Captain Morgan, and Smirnoff

THOMAS PUBLISHING

DIGITAL CONTENT WRITING INTERN OCT 2015 - MAR 2016

Wrote and edited original digital marketing content (blogs, eBooks, product descriptions, web pages) for Thomas Publishing and its customers, synthesizing dense technical information into accessible copy.

FORDHAM UNIVERSITY BA 2015

SKILLS	Google Suite	Powerpoint/Keynote	Photoshop	Video Editing
	Copywriting	Project Management	People Management	Social Media