

*Design, Strategy, & Communications*

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420 N. 39 St. #202 / Seattle, Washington 98103

**EXPERIENCE**

**Strategist**

2013-Present

**AGGREGATE**

Seattle, WA · [whatisaggregate.com](http://whatisaggregate.com)

Develop and execute creative strategies for social media and web communications for nonprofits, philanthropies, and storytellers. Create engaging marketing campaigns for a variety of objectives and audiences.

**Manager of Marketing & Communications**

2009-2013

**THE SEATTLE SCHOOL OF THEOLOGY & PSYCHOLOGY**

Seattle, WA · [theseattleschool.edu](http://theseattleschool.edu)

Oversaw all marketing, advertising, branding, public relations, and social media presence across all departments, including donor relations, admissions, alumni, and conferences.

**Freelance Designer**

2006-Present

**VARIOUS EMPLOYERS**

Miami, FL / Seattle, WA

**EDUCATION**

**The Seattle School of Theology & Psychology**

**MASTER OF DIVINITY · 2009**

**The Florida State University**

**BACHELORS IN SOCIOLOGY · 2004**

**MINOR IN FINE ARTS, GRAPHIC DESIGN**

**SELECTED WORKS**

**ROBERT WOOD JOHNSON FOUNDATION PITCH DAY**

Planned and executed a three-month campaign to discover visionary ideas. Designed and promoted a web presence for people to submit innovative health care concepts and helped create a social following for the Pitch Day event.

**Works included:** web design and development / outreach planning and execution / copywriting for email and social networks / design of social media images / reporting on campaign effectiveness

**THE SEATTLE SCHOOL NAME CHANGE**

From initial decision through final integration, the name change and rebranding efforts for The Seattle School arched over a year to help reintroduce this pioneering graduate school to its namesake city.

**Works included:** project management / market research / art direction / brand development and implementation / press releases and publicity / social marketing and advertising / collateral design

**MARKETING DEPARTMENT CREATION AND MANAGEMENT**

**Experience included:** daily management of social networks and campaigns / cross-integration and strategic placement of content / market research / ad campaigns / budget management

**SKILLS & QUALIFICATIONS**

Corporate management of Twitter, Facebook, LinkedIn, YouTube, Instagram, and Google+ accounts. Content creation and copywriting for social media campaigns, newsletters, and blogs. Integration of SEO principles and tactics. Management and execution of objective-driven campaigns. Extensive offset and letterpress printing experience. English/Spanish language.

Computer proficiency in Adobe Creative Suite, Microsoft Office, HTML, CSS, WordPress CMS, Salesforce CRM, Radian6 monitoring, project management software, Windows, and OS X.

Excellent leadership and public speaking skills. Highly motivated, deeply relational, and very committed to producing great work. Funny, adventurous, and only sometimes offensive.