



Profile

Multifaceted marketing specialist and versatile writer with entrepreneurial spirit seeks new opportunities to drive sales and learn skills. Draw on 8 years of reporting for media outlets and promoting retail, dining and online businesses, and 12 years of high-end hospitality expertise, to hone the ideal team player for your company.



Skills

- Specialized in news reporting, opinion, SEO-friendly web content and sales copy.
- Versed in website creation, graphic design, PR, promotions and AP Style editing.
- Proficient with WordPress, Photoshop, MailChimp, eBay and Social Media apps.



Experience

JAN 2013 – APR 2014

MARKETING & PROMOTIONS MANAGER Blue Rooster Sarasota
In-house marketing, web, design and promo for comfort food restaurant and blues club.
 – Created and distributed press releases, print and digital ads, website and social media posts.
 – Established media contacts, assisted writers and ad execs, fielded messages and comments.
 – Built email campaign to 8k+ subscribers and Facebook, Twitter and Google to 12k+ followers.

NOV 2011 – DEC 2012

DIGITAL MARKETING SPECIALIST NicheBuilder Sarasota, FL
Digital content creator for web hosting company offering tools for affiliate marketers.
 – Crafted SEO copy for landing pages, eBooks and emails promoting clients' digital properties.
 – Conducted keyword research, identified profitable niches and developed marketing plans.

OCT 2011 – SEP 2012

WEB STORE MANAGER Sarasota Guitar Company Sarasota, FL
Online store manager, shipping director and floor sales rep for chain of guitar shops.
 – Monitored sales activity and customer service for 500+ item eBay store holding 100% rating.
 – Inspected and posted products; supervised shipping operation; assisted in-store sales team.

DEC 2010 – SEP 2011

MANAGING EDITOR / COLUMNIST HuB Sarasota Sarasota, FL
Editorial leader and columnist for local business incubator's site *This Week In Sarasota*.
 – Delivered deeply researched satirical columns about Sarasota culture and Q&As with artists.
 – Edited contributors, published WordPress posts and managed social media communications.

DEC 2010 – DEC 2011

A&E CONTRIBUTOR Sarasota Herald-Tribune Sarasota, FL
Columnist and contributor covering local music for Herald-Tribune's Ticket A&E weekly.
 – Wrote weekly column called "The Local Original" detailing Suncoast's original music scene.
 – Contributed weekly event previews, album and concert reviews, and arts scene-related news.

NOV 2008 – DEC 2010

STAFF WRITER / A&E EDITOR Creative Loafing Sarasota, FL
Reporter, columnist and A&E editor for alt-weekly newspaper chain's Sarasota edition.
 – Covered all aspects of Suncoast, following leads, conducting interviews and taking photos.
 – Edited contributors to A&E section, compiled event listings and mentored editorial interns.
 – Formatted content for print and WordPress; shared stories on social media and radio show.



Education

AUG 2002 - MAY 2007 BALL STATE UNIVERSITY Muncie, IN
 Bachelor of Science Major: Journalism Minors: Travel & Tourism, Guitar Performance

