

EXPERIENCE

KERA | Dallas, TX | August 2015-Present

Manager, Marketing Partnerships

- Manages media sponsorships, media trade relationships and other marketing-related partnerships
- Oversees audience development initiatives, including off-channel advertising campaigns
- Manages the organization's brand identity and oversees all visual and auditory representations of the primary KERA brand, as well as sub-brands
- Plans and executes marketing, major gifts and community engagement events

KERA | Dallas, TX | December 2014-August 2015

Marketing & Communications Manager

- Oversaw day-to-day operations of the marketing and communications department
- Developed marketing and communications plans for programming, fundraising and other station initiatives
- Established benchmarks and reported on campaigns across organization websites, social media, email marketing, direct mail and off-channel advertising

Central Texas Food Bank | Austin, TX | May 2013-November 2014

Digital Marketing Manager

- Managed communications, stewardship and fundraising campaigns and developed content for the Food Bank's digital channels
- Acted as primary strategist for email marketing, social media advertising, constituent segmentation and testing
- Assisted with website content strategy, SEO, social media, multimedia storytelling and mobile strategy

SHI International Corp. | Austin, TX | March 2008-December 2011

Public Sector e-Content and Marketing Communications Specialist

- Managed B2B digital marketing — including email campaigns — for public education and government audiences
- Served as editor in chief of multiple e-newsletters targeting partners and internal sales staff
- Managed website content and e-commerce platform

EDUCATION

Texas State University

San Marcos, TX

Master of Arts, 2013

Major: Mass Communication

University of North Texas

Denton, TX

Bachelor of Arts, 2007

Major: English Literature

Minor: Spanish

SKILLS

Copywriting, Editing, Blogging, AP Style

Media Relations, Press Releases

Marketing and Major Donor Event Planning

Email Marketing

Emma, Blackbaud Luminate, Silverpop

Analytics, A/B Testing, Audience Segmentation

Social Media Marketing

HootSuite, Tweetdeck
Facebook, Twitter, Instagram
Facebook Ads, Twitter Ads, Google Adwords

Web Design & Strategy

HTML, CSS
WordPress, Drupal, Blackbaud Luminate CMS
Google Analytics

Adobe Creative Suite —

Photoshop, Dreamweaver, Premiere Pro

Microsoft Office —

Word, Excel, Outlook, PowerPoint

ACTIVITIES & INTERNSHIPS

ACLU of Texas | Dallas, TX

March 2017-Present

Volunteer Legal Observer

Texas Equal Access Fund |

Dallas, TX

December 2016-Present

Volunteer Clinic Escort

Austin American-Statesman |

Austin, TX

January 2013-April 2013

Breaking News Intern