

## Digital Content Director / Website Consultant / Content Strategist

Experienced professional in robust content delivery via multiple platforms. Demonstrated ability to lead diverse teams to launch successful projects yielding positive results and revenue for companies. Skilled in techniques and tools for digital innovation, project management, website performance analytics, and eCommerce optimization. Talented director with a great sense of humor and knack for storytelling and reaching the right audiences.

## Education

**Master of Fine Arts**  
New School University  
New York, NY

**Bachelor of Arts in English,  
Theatre, & Speech**  
Wagner College  
Staten Island, NY

## Certifications

**Digital Marketing Certificate**  
Cornell University  
Ithaca, NY

## Affiliations

**Featured Panelist**  
Social Media Content  
for Theatre, CTI Marketing  
NYC 2018

**Founding Member**  
New School University  
Young Patrons Society

**Founding Board of Directors,  
Member**  
New School University  
Alumni Association

## Technical Proficiencies & Areas of Expertise

**Platform:** Adobe Experience Manager, Kentico, Drupal, Wordpress, Wix, SilverStripe, Microsoft Office, Adobe CC, Final Cut Pro, Tessitura (CRM), PC, Mac, Social Media, Mailchimp, Movable Ink, Hootsuite, Radian6, Google Analytics, CloudTix, Jira, Basecamp, Slack, Asana, Fresdesk, HTML

**Areas of Expertise:** Brand strategy, social media marketing, web analytics, SEO/SEOM, web content strategy, user experience, content management, website design, site architecture, content audits, streamlining production processes, digital content development, eCommerce platforms, producing, directing, editing video, mentoring junior staff

## Career Experience

**Independent Contracts**  
Website Consultant

**September 2015 – Present**

Institute new and improved websites by listening to client needs and targeting appropriate audiences with relevant material. Integrate new technologies and coach client on maintenance and techniques.

- **The Actors Fund, New York, NY:** Led the transformation and relaunch of the company's website by collaborating with the communications team, executives, and third-party designers in order to improve usability.
  - Revamped the website by initiating a complete content audit and redesigning to a new mobile-responsive layout with a new CMS, *Drupal*.
  - Consulted on functionality of the website and edited headlines in order to adhere to company branding.
- **Franklin Templeton (formerly Legg Mason), Stamford, CT:** Headed the creation and maintenance of two microsites for a recently acquired affiliate and successfully launched under time sensitive deadlines and under budget.
  - Enhanced the content strategy and web design while also adhering to rigorous compliance processes.
  - Provided expertise to the digital team in order to support other efforts and website development by partnering with major stakeholders.
  - Advised on best practices and work with the client experience team to ensure the new site is up to date.

## Director of Content

Spearheaded two website redesigns by launching a responsive, mobile-first website in order to improve ticket sales and user retention. Oversaw the UX design for a newly launched theatre-specific loyalty program, *Rewards by Roundabout*. Enhanced social media strategy by focusing on engagement, customization, analysis, and technological advances for digital marketing.

- Increased online revenue by \$10M over the course of 7 years and engagement by 40%.
- Conceptualized and produced digital marketing campaigns by directing original video content to support RTC shows and events and utilizing social media to transform this into shareable content.
- Emphasized the importance of data analytics by building the company's first system for reporting and making recommendations based on online performance data.
- Analyzed content and design changes by creating Google Analytics reports to measure existing traffic click-through and conversion patterns in order to increase ticket sales.
- Recommended strategies for improvement by regularly communicating with stakeholders and providing valuable analysis in interdepartmental content meetings.
- Ensured consistency and adherence across the company by developing a content style guide for all media.

**Scholastic, Inc., New York, NY**  
Managing & Web Editor

**July 2008 – June 2011**

Managed all content for company's websites and produced weekly e-newsletters to appropriately cater to target audience and readers. Launched website redesign to enhance style, content, and functionality. Ensured content followed best SEO practices and budgets were maintained for magazines and custom media projects.

- Effectively led the editorial and design teams for two award-winning magazines, *Scholastic Administrator* and *Scholastic Instructor* by creating a robust and productive team culture.
- Initiated use of website analytics to assess content and aid sales team in targeting revenue and increasing traffic.
- Streamlined content creation processes and steered company to digital-first philosophy.

**Cottages & Gardens Publications, New York, NY**  
Managing & Web Editor

**February 2005 – June 2008**

Led a small, dynamic staff to successfully produce more than 30 issues per year of various magazines. Managed all editorial operations, proofread all content, and supervised magazines' websites. Developed and maintained company style guide in order to ensure consistency across all different areas

**Taint Magazine, New York, NY**  
Editor in Chief

**September 2001 – September 2004**

Developed original CMS from scratch and founded monthly online pop-culture/literary magazine. Solicited material for publication and wrote original pieces to attract readers regarding hot topics. Set and maintained a publication schedule in order to post new content every month.

## Additional Experience

**Art + Auction Magazine, New York, NY**  
Managing Editor

Facilitated massive redesign of the magazine into a luxurious, art-heavy tabloid in order to gain new readers and release increased content. Guided magazine through two acquisitions and launched its first website, a breakthrough in an ever-evolving time. Managed 12-person editorial team on 12 issues per year by effectively operating and setting budgets.

**Worth Publishers – Psychology Division, New York, NY**  
Project Director

Interviewed leading thinkers and top professors of Psychology in order to develop supplemental multimedia material for introductory and specialized Psychology textbooks. Managed operation and publication processes start to finish.