



A detail-oriented creative writing professional with a passion for people, storytelling, and design.

Education

Southern Adventist University; Collegedale, Tennessee

May 2014

- ◆ Bachelor of Science in Public Relations
- ◆ GPA 3.85/4.0
- ◆ Graduated college a full year early with honors

Leadership and Awards

- ◆ Who's Who in American Colleges and Universities Nominee, 2014
- ◆ Lambda Pi Eta Member, 2013-2014
- ◆ PRSSA Treasurer, 2013-2014

Experience

Digital Copywriter, Ritter Insurance Marketing • Harrisburg, PA.

July 2015 – Present

- ◆ Develop creative copy for email marketing campaigns, landing pages, and webpages
- ◆ Write articles, blog posts, and white papers to engage agents in the Medicare industry
- ◆ Manage the relaunch of a recently acquired training forum for Ritter's agents
- ◆ Incorporate creativity and humor to insurance topics to generate stronger interaction

Project Manager & Copywriter, Sire Advertising • Selinsgrove, PA.

July 2014 – July 2015

- ◆ Contributed to the front-end development and SEO implementation of 10 websites
- ◆ Re-initiated bi-weekly company newsletter and contributed design, infographics, and copy
- ◆ Managed and contributed to branding, ad scheduling, copy, and social media for client event
- ◆ Managed all company social media accounts and developed schedules for 5 clients

Communications Assistant, Magic Hour Foundation, Inc. • Ooltewah, Tenn.

May 2013 – Sept. 2013

- ◆ Published one complete article for Clickin' Moms website
- ◆ Conducted 10 interviews of past clients to create blog articles

Southern Accent Reporter, Southern Adventist University • Collegedale, Tenn.

Jan. 2013 – May 2013

- ◆ Published five news stories and one opinion article for the student paper, *Southern Accent*
- ◆ Investigated potential news stories and submitted beats weekly

Freshman Blogger, Southern Adventist University • Collegedale, Tenn.

August 2011 – May 2012

- ◆ Wrote 30 blog entries detailing life as a freshman student at the university

Skills & Tools

- ◆ Strong Writing and Oral skills
- ◆ Basic HTML, CSS, & CMS
- ◆ Social Media Use and Implementation
- ◆ Search Engine Optimization
- ◆ Blogging & Creative Writing
- ◆ Adobe Suite (Photoshop/InDesign)