

## CONTENT WRITER & EDUCATOR

*Integrity | Humility | Sparkle*

I bring a decade of proven expertise in written, spoken, and taught English and have a demonstrated ability to create compelling copy across various media. I am practical, personable, and helpful, and I regularly ask questions or seek feedback to improve.

I have high expectations for integrity and responsibility from myself and others. I think well on the fly and am a persistent problem-solver who works well with colleagues of any rank to address challenges in creative ways. You will always get my best work.

### CORE COMPETENCIES

- Content Creation, Editing, & Proofreading
- Interviewing Subject Matter Experts
- Research
- Public Speaking, including Webinars & Demos
- Education & Mentorship
- Website Copy
- Diversity, Equity, and Inclusion
- Internal Training & Development
- Inbound Marketing
- Marketing Automation Software
- Collaboration across Departments
- Email Copy Writing & Marketing

### PROFESSIONAL EXPERIENCE

June 2021 to present: FAHLGREN MORTINE, Cleveland, OH

#### Content Specialist

*Fahlgren Mortine helps brands get to precisely what matters.*

- B2B specialist with clients including industrial polymers, white-label pet food manufacturing, specialty antifreeze, medical polymers, composite building materials, energy transition, and critical digital infrastructure.
- Interview subject matter experts and written sources to create compelling, technically rigorous white papers, blogs, LinkedIn posts, bylines, and site copy.
- Diversity, Equity & Inclusion (DE&I) Committee member (invited). Brought forth ideas for a holiday calendar, adding employee pronouns, and employee training on WCAG, all of which are now in the creation process.
- Lead or co-creator for Fahlgren Mortine University in-house professional development lessons including “Rethinking Presentation Styles” and “We All Do WCAG.” Leverage years of university education experience to create compelling lesson plans & presentations with measurable learning outcomes.
- *Work samples & references available upon request.*

July 2019 to June 2021: INEDO, Berea, OH

#### Content Writer (July 2019-June 2021) & Acting Marketing Manager (Feb. 2020-June 2021)

*Inedo is a privately held start-up creates B2B software tools for the DevOps market.*

- Created, edited, published, & maintained content across multiple media including website, blogs, social media, newsletters, email marketing, ads, long-form content, technical documentation, & in-tool messaging, as well as CEO statements, using both Agile and Waterfall methods as required per project.
- Daily use of marketing automation software to collaborate with Sales on Business Development tasks (no department on-site)
- Proofread & edited written work by other staff to ensure quality & brand consistency.
- Regular collaboration with the Inedo Japan team.
- Performed HR-related duties (no HR department on-site), including hiring, training, & mentoring personnel, and mentorship.
- *Work samples & mentorship references available upon request.*

2011 to 2019: PENN STATE UNIVERSITY, University Park, PA

**Graduate Assistant (2011–2017) & Post-Doctoral Teaching Fellow (2017–2019)**

*Penn State University’s Department of Communication Arts & Sciences commits itself to the study, teaching, & practice of human communication.*

Taught almost 2,000 college students while studying & researching, publishing original research, & performing academic service.

- 29 sections of public speaking, including the successful update of course materials used in over 80 sections each semester.
- Seven sections of “Persuasion & Propaganda,” including the successful rewrite of the course used from 2018 to 2021.
- Five publications of original research in collected volumes.
- 20 conference presentations & eight invited presentations, including podcast & guest lectures.
- As Assistant Basic Course Director for public speaking, oversaw 80+ sections of the course; ran the Semi-Annual Civic Engagement Public Speaking Contest, including a successful marketing campaign that tripled the Contest attendance rates & collaboration with PSU IT to create a Contest website; and created a transition packet for future Assistants.
- *Writing samples, teaching samples, CV, and/or mentorship references available upon request.*

**Other Employment**

SHEETZ – **Team Member** (Sept. 2019–) | Register specialist with regular commendations for exemplary customer service.

FREELANCING – **Freelance Writer** (2015–) | Clients include Pioneer Trails Tree Farm, 45Press, and DealHub.

**EDUCATION, TECHNOLOGIES, & LEADERSHIP**

THE PENNSYLVANIA STATE UNIVERSITY – **Doctor of Philosophy – Communication Arts & Sciences (Graduate Minor in WGSS)**

THE PENNSYLVANIA STATE UNIVERSITY – **Master of Arts – Communication Arts & Sciences**

THE COLLEGE OF WOOSTER – **Bachelor of Arts – Communication Studies (Minor in History)**

IT TOOLS	TECHNOLOGIES				CERTIFICATIONS
GitHub (Markdown)	Office Suite	Twitter	Canvas	HubSpot	HubSpot
Squarespace	Grammarly	Instagram	Toggl	Dropbox/Box	Google Analytics
Basic WordPress	Asana	LinkedIn	Gmail	Canva	Google Ads

CLASS SECRETARY & REUNION AMBASSADOR – **The College of Wooster Class of 2011 (2019–)**

FAHLGREN MORTINE TEAM MEMBER – **Pelotonia (2021–)**

MEALTIME HELPER – **affoGATO Cat Café (2021–)**

“VELOSTITCHERS” TEAM MEMBER – **The Cleveland Clinic VeloSano (2020 Velosano)**

ASSISTANT CONFERENCE COORDINATOR – **The Harry Potter Academic Conference at Chestnut Hill College (2015–)**

VOLUNTEER & COPY/SPEECH EDITOR – **American Cancer Society Cattle Barons Ball & Relay For Life (2005–)**