

EXPERIENCE

New York City Economic Development Corporation (NYCEDC), New York, NY

Nov 2022 - Present

Project Manager, Digital, Marketing

Oversee and execute email campaigns, adapt master design files for digital and print communications while maintaining brand consistency, assembling internal and external presentation content, organizing and maintaining the companywide digital media management system, supporting the marketing operations team in optimizing and streamlining processes

Lower Manhattan Cultural Council, New York, NY

Mar 2019 - Sep 2022

Communications & Marketing Manager (Mar 2022 - Sep 2022)

Coordinate outreach about grant programs to artists, design and write marketing emails to 51k subscribers, promote 101 days of free arts programs attended by 6500+ audience members, create content for social media channels with total audience of 37k followers, track and evaluate social media and audience survey data, maintain web pages, supervise assistant and interns in supporting communications efforts

Communications & Marketing Associate (Mar 2019 - Feb 2022)

Design and draft marketing emails, maintain LMCC.net, manage and track social media channels, design and print materials for artist and stakeholder events, design and manage production of signage for The Arts Center at Governors Island

The COOPERation Inc., New York, NY

Aug 2018 - Feb 2019

Freelance Media Relations Assistant

Compiled media lists, draft pitches and press releases, and assist at press events for clients such as The Moth, International Center of Photography (ICP) and Abrons Arts Center

Ithaca Neighborhood Housing Services, Ithaca, NY

Jun 2018 - Jul 2018

Marketing Intern

Designed promotional materials for affordable housing programs, planned and coordinated ribbon cutting ceremony of new affordable housing development, developed SEO and website strategy

Tompkins County Public Library, Ithaca, NY

Sep 2017 - May 2018

Art Exhibit Assistant/Design Intern

Designed print and web materials to promote the library's workshops and resources for patrons, created brand identity for art exhibit series, coordinated the production of monthly free exhibition events attended by over 200 patrons, created and taught weekly STEAM programs for children under 12 years old

Creative Time, New York, NY

Jan 2017 - May 2017

Marketing & Communication Intern

Managed web content, tracked press coverage, drafted email marketing and social media content, edited video, front-of-house for 2017 Gala and artist Sophie Calle's public art project

EDUCATION

Baruch College, New York, NY

Master of Public Administration (MPA)

Specialization in Urban Development & Sustainability

Expected to Graduate in 2025

Ithaca College, Ithaca, NY

B.S. Integrated Marketing Communications

Minor in Graphic Design

Honors: *Cum Laude*

SKILLS

- Digital Marketing
- Website Programming and Design (Wordpress, HTML, CSS)
- Email Marketing (Mailchimp, Constant Contact)
- Project Management
- Graphic Design (Adobe Photoshop, Illustrator & InDesign, SketchUp)
- Content Strategy
- Communications & PR Writing
- Digital Asset Management & Media Archiving
- Data Analytics & Analysis
- Social Media Management