**CONTENT MANAGER**

|  |
| --- |
| **SKILLS & CAPABILITIES** |

Versatile writer/editor ready to produce and manage content. Specializes in high-quality work under strict deadlines. Eager to take initiative in growing audiences and brands.

|  |  |
| --- | --- |
| * Writing and Editing
* Content Research
* Project Management
* Microsoft Office Suite
 | * SEO Best Practices
* Digital Management Platforms
* Social Media
* Adobe Software
 |

|  |
| --- |
| **EMPLOYMENT HISTORY** |

*Content Coordinator,* NFIB    **February 2021- Present**

* Delivered member-facing articles, graphics and social media.
* Expanded role to include graphic design, newsletter analytics, adoption of productivity software, and integration of social elements with text content.
* Spearheaded main member-facing newsletter, leading to a 50% increase in opens.
* Three-time recipient of Star Award for stepping in to fill graphic design role following the departure of full-time designer.
* Juggled sometimes dozens of projects to ensure timely delivery of copy and edits to various internal stakeholders.

*Copywriter,* Republican National Committee  **August 2020- November 2020**

* Produced, edited and proofread advertising copy that raised millions of dollars.
* Contributed to nearly 2,000 pieces of copy while working in an extremely fast-paced environment with a constantly evolving style guide.
* Conducted final review of all email copy to ensure correction of minute mistakes.

*Communications Intern,* German Marshall Fund  **January 2020- May 2020**

* Edited hundreds of articles and white papers published on the GMF website.
* Analyzed SEO of every published article to created evergreen content database.

*Project Manager*, BlinkResume **June 2018- January 2020**

* Coordinated an ambitious team of 12 scattered across the US and India.
* Comprehensively rewrote copy on the BlinkResume app and website, increasing downloads by 80% and website traffic by 50%.

*Writer & Editor*, Freelance **December 2016- January 2020**

* Multitasked to deliver 4-6 high-quality articles daily with a specialty in ghostwritten blog posts and news articles.
* Researched and pitched articles on a wide variety of subjects.

|  |
| --- |
| **EDUCATION** |

*Bachelor of Arts,* University of Maryland College Park **September 2012 – May 2016**

* Majored in English and History with a GPA of 3.6
* English Honors Program, 2014-2016
* President's Scholarship, 2012-2016