

EXPERIENCE

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| Cision - New York, NY | Media Analyst | 2022 - 2025 |
| <ul style="list-style-type: none"> - Constructed daily newsletters capturing client mentions, competitor intelligence, and industry insights for the executive-level leadership at Mercedes-Benz USA and Waste Management North America - Tracked industry trends with Cision's analysis tools and shared findings based on each client's interests - Utilized TVEyes, Blackwing, and company products similar to ChatGPT for content writing and delivery | | |
| ROMADOJA - New York, NY | Strategic Communications Consultant | 2019 - Present |
| <ul style="list-style-type: none"> - Delivered press releases and ghostwritten blogs while handling ongoing media relations for Touchdown PR's tech-focused clients - Interviewed six Tufts University Master of Public Health alumni and developed website content for the client's PH Student Stories series - Crafted Instagram campaigns around Fessenden School activities and developed a LIVE series for school leadership and faculty to better connect with students online during the COVID-19 quarantine - Planned a free Halloween trick-or-treating and pumpkin painting event for families, sponsored by local grocery stores, restaurants, nurseries, and businesses at Black Market in Boston's Nubian Square | | |
| Goulston & Storrs Law Firm - Boston, MA | Digital Marketing Coordinator | 2018 - 2019 |
| <ul style="list-style-type: none"> - Oversaw CRM, content management, and email marketing systems - Coordinated content marketing strategies for the firm's outreach platforms - Designed and delivered analytical reports on the effectiveness of the firm's website, promotional campaigns, event ROI, advertising, and marketing initiatives | | |
| Goulston & Storrs Law Firm - Boston, MA | Client Relations Coordinator | 2018 |
| <ul style="list-style-type: none"> - Tracked attorney-led client team activities, client service progress, and best practices for evaluating existing or launching new teams - Supported the incubation of innovation and technology into the firm's client service and growth initiatives - Collaborated with the hospitality department to plan client social events like lobster bakes, professional sports games, and lunch-and-learns - Participated in process mapping sessions with attorneys to identify areas of opportunity for better client service | | |
| JPA Health Communications - Boston, MA | Assistant Account Executive | 2017 - 2018 |
| <ul style="list-style-type: none"> - Researched and evaluated areas of therapeutic practices, healthcare trends, and competitor intelligence - Developed client media outreach strategies by monitoring and analyzing media coverage of social media and online platforms - Pitched client press releases to industry-specific online media outlets for tailored media coverage | | |
| United Nations World Food Programme (WFP) - Rome, Italy | Social Media Intern | 2017 |
| <ul style="list-style-type: none"> - Published hunger and food insecurity-focused content for promotion on WFP's Facebook, Instagram, Twitter/X, and Google+ platforms - Evaluated platform daily metrics to implement recommendations for campaign success - Pitched ideas for user engagement opportunities on global accounts to department leadership | | |
| Atlantic Records - New York City, NY | Publicity Intern | 2015 - 2016 |
| <ul style="list-style-type: none"> - Created digital and physical mock-ups of press clips to track audience engagement with artists - Assisted Publicity department leadership on artist press days, off-site interviews, and photoshoots - Searched for media mentions, features, interviews, and event listings for artists and the record label - Organized media kits to send to regional and online writers and bloggers to expand artists' coverage | | |

EDUCATION

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| St. John's University - Rome, Italy | Master of Arts: Government and Politics | 2017 |
| St. John's University - New York City, NY | Bachelor of Science: Public Relations | 2016 |
| Google Certificate | Digital Marketing & E-commerce | 2024 |