

EXPERIENCE

ROMADOJA - Boston, MA + New York, NY *Communications & Events Consultant* DEC 2018 - Present

- Produced [press releases](#) and [ghostwritten blogs](#) while pitching and maintaining media relationships for Touchdown PR's tech clients.
- Conducted a communications audit based on Lee Montessori Public Charter Schools' media coverage, social media engagement, and stakeholder insights, and delivered a strategy plan along with a website redesign.
- Interviewed six Tufts University MPH alumni and authored website content for the [PH Student Stories series](#).
- Managed social media campaigns around [Fessenden School activities](#) and launched a live series for the school's leadership and faculty to connect with students and families during COVID-19 quarantine.

Cision - Remote *Media Analyst* AUG 2022 - JUN 2025

- Created daily newsletters and special media alerts highlighting client mentions, competitor insights, and industry trends for Mercedes-Benz USA, Waste Management North America, Hagerty Insurance, and Magna International's C-level executives.
- Monitored industry developments using Cision's analysis tools, providing insights that supported company announcements and client media positioning.
- Used TVEyes, Blackwing, and other products similar to ChatGPT for content creation and distribution.

Goulston & Storrs Law Firm - Boston, MA *Digital Marketing Coordinator* NOV 2018 - APR 2019

- Managed the firm's CRM, social media content management, and email marketing systems.
- Created analytical reports on website performance, campaign effectiveness, event ROI, and marketing initiatives.
- Conducted training sessions for attorneys on best practices for client engagement on LinkedIn.

Goulston & Storrs Law Firm - Boston, MA *Client Relations & Events Coordinator* FEB - NOV 2018

- Monitored attorney-led client team activities and identified best practices for evaluating or launching new teams.
- Researched and tested software to support the integration of innovation into the firm's service and growth strategies.
- Planned client lobster bakes and sports outings, along with internal professional development activities.
- Participated in process mapping meetings with attorneys to identify opportunities for improved client service.

JPA Health Communications - Boston, MA *Assistant Account Executive* OCT 2017 - FEB 2018

- Researched healthcare practices, trends, and competitor intelligence.
- Developed media outreach strategies by monitoring and analyzing coverage on social media and online platforms.
- Pitched client press releases to industry-specific online media outlets for targeted coverage.

United Nations World Food Programme (WFP) - Rome, Italy *Social Media Contractor* MAR - JUN 2017

- Created hunger and food insecurity awareness and fundraising campaigns for WFP's [Facebook, Instagram, X/Twitter, and Google+ platforms](#).
- Analyzed platform metrics based on A/B testing to optimize campaign strategies.
- Pitched content creation ideas to department leaders to increase audience engagement on global accounts.

Atlantic Records - New York, NY *Publicity Intern* SEP 2015 - MAY 2016

- 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

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

TOOLS

Adobe Creative Suite, Canva, ChatGPT, Cision, CRM, Flodesk, GoDaddy, Google Analytics, Hootsuite, HubSpot, LinkedIn, MailChimp, Meltwater, Meta Business Suite, Microsoft Office, Monday, Squarespace, TikTok, Trello, Vuture, Wix, WordPress, YouTube