

PROFESSIONAL SUMMARY

Strategic communications professional with 7+ years of experience producing impactful editorial content, leading digital communications, and translating organizational priorities into clear, accessible stories. Brings a strong foundation in strategic planning, collaboration, and managing complex workflows. Skilled at engaging diverse audiences through thoughtful writing, editing, and data-informed strategies that elevate institutional visibility. Known for building partnerships and supporting communities through moments of change.

PROFESSIONAL EXPERIENCE

Sun Prairie Area School District, Sun Prairie, WI

Multimedia & Website Strategist

September 2021 – Present

STRATEGIC COMMUNICATIONS & EDITORIAL LEADERSHIP

- Write, edit, and plan content across multiple channels in alignment with the district's Strategic Communications Plan, developed with extensive staff and community input.
- Coordinate the gathering of compelling stories and informational content for print and digital publications, highlighting key strategic initiatives, evidence of progress, and examples of continuous improvement.
- Tailor messaging for diverse internal and external audiences to ensure district updates, initiatives, and narratives are clear, accessible, and audience-specific.

DIGITAL CONTENT & PUBLICATION MANAGEMENT

- Lead district-wide social media strategy across multiple platforms, producing content aligned with organizational priorities and increasing followers and engagement by **30%** over four years.
- Produce visually engaging print magazines by gathering stories, data, and photography from departments and school sites, illustrating the district's return on investment for taxpayers.
- Align publications and digital content with the district's Strategic Plan to clearly communicate progress toward community expectations and areas identified for continuous improvement.

COLLABORATIVE PARTNERSHIPS & STAKEHOLDER ENGAGEMENT

- Partner with district departments, school teams, and community organizations to engage the public through transparent communication, contributing to the successful passage of **\$34 million in operational referendums** over three years.
- Facilitate community input and serve on a cross-functional committee of staff, parents, caregivers, and community members to develop the district's Strategic Communications Plan.
- Develop procedures and workflows that streamline the Communications Team's operations, ensuring projects are executed efficiently and in alignment with strategic priorities.

St. Joseph the Worker, Dubuque, IA

Communications Coordinator

June 2017 – August 2021

- Developed, implemented, and evaluated communications plans to promote organizational initiatives to internal and external audiences.
- Consulted with stakeholders to understand communication objectives and guided marketing strategies to ensure parish projects and initiatives were effectively promoted.
- Wrote and edited copy for print and digital platforms—including the weekly bulletin, quarterly newsletter, website, and social media—to engage parishioners and highlight events and initiatives.

SKILLS

Writing & Editorial Excellence:

- Long-form storytelling
- Copywriting & copyediting
- Publication development
- Message framing for diverse audiences
- AP Style

Digital Communications & Content Strategy:

- Content Planning
- Social media management
- Web content strategy
- Analytics-informed decision-making
- Basic SEO

Project & Stakeholder Management:

- Cross-functional collaboration
- Strategic planning support
- Workflow development
- Stakeholder engagement
- Deadline & priority management

Tools & Platforms:

- WordPress
- Adobe Creative Cloud
- Canva
- Google Analytics
- Google Workplace
- Microsoft Office Suite
- Constant Contact
- HTML/CSS

EDUCATION

University of Wisconsin-Madison

Bachelor of Arts

May 2017

Graduate with Distinction

Double Major:

- Strategic Communications
- Political Science

Honors:

- Phi Beta Kappa
- Dean's List (5 Semesters)