

Freelance

October 2011 - Present

Social Media & Community Manager

- Management of social media and marketing strategy & campaign objectives.
- Write and edit content for social media platforms, blog posts, white papers, press releases, and websites.
- QA of app and product releases.
- Online community growth, engagement, troubleshooting, & customer service.
- Tracking & analytics analysis via Sprout Social, Hootsuite, Facebook Insights, Google Analytics, and other metrics tools.

Adesso Brands

July 2019 – October 2020

Social Media Community Manager

- Launch daily/weekly marketing campaigns on Facebook community pages to drive high engagement and growth across all social media channels & blogs (e.g. contests, fitness challenges, etc.)
- Engage with community members on Facebook & Instagram on a daily basis.
- Coordinate talent/influencer/customers for social marketing campaigns.
- Maintain social media & blog editorial calendar and help create schedule and post content across all social media platforms (Facebook, Youtube, Instagram, Pinterest, Blog).
- Evaluate data/metrics for all social media posts to promote growth and continuous high engagement across all social media content.

Epik, previously BLMP (Blockchain Licensing Marketplace)

February 2018 - August 2018

Communications Manager

- Develop and oversee communications strategy on all platforms.
- Write and approve copy for all initiatives, including social media, blog posts, marketing, email, and internal communications.
- Manage projects to ensure content is publication-ready and on-time.
- Coordinate, train, and supervise junior members of the department.

Staance

April 2016 – December 2016

Platform Manager

- Manage, moderate, and support users.
- Curate and promote content.
- Identify, document, track, and report key community health metrics.
- Perform daily QA testing of nightly builds.
- Support marketing efforts around product releases.

Edyn

April 2015 - February 2016

Community Manager

- Content creation - writing blog posts, plant database entries and material for social media channels.

- Customer relations - communicating with a diverse and growing user base via an array of platforms, including email, telephone, Zendesk and social media channels, troubleshooting issues and elevating to appropriate team members as necessary.
- Social media marketing – managing and growing the company’s presence through Twitter, Facebook, and other online social platforms.

[Mint Bills](#) (previously [Check, Inc.](#))

Social Media Manager

May 2014 – December 2016

- Compose posts for social media platforms and blog
- Engagement with social media followers via platforms, email and other online communication
- Monitoring and reporting on social media and site analytics
- Rebranding of Check, Inc. to Mint Bills

[Aslan Media Initiatives](#)

July 2012 - October 2013

Social Media Engagement Coordinator

- Managing daily activity, event and content promotion on social media profiles via direct access and Hootsuite
- Curating discussion with social media followers
- Monitoring and reporting on social media growth and analytics

[Alfa Productions](#)

December 2012 - June 2013

Social Media and PR Coordinator

- Maintaining and managing social media accounts
- Authoring and copy editing of web and press releases, and all other copy materials
- Troubleshooting and reviewing beta releases of all games and other applications via TestFlight

[TV Tropes LLC](#)

October 2011 - May 2012

Social Media Coordinator

- Maintaining and updating all social media sites for wiki and Echo Chamber web series
- Monitoring and reporting on social media and site analytics
- Handling all press releases, blog posts, query letters, and other materials

Education

Bachelor of Arts, University of Washington