

Impact-driven, strategic digital communications professional with expertise developing comprehensive communication and media strategies, managing editorial teams, and collaborating with creative, technical, marketing, and public relations professionals. Skilled in brand reputation and engagement, staff management and development, website launches and redesigns, and thought leadership in a large nonprofit setting. Outstanding communicator, consensus builder, and mentor. Tireless user and accessibility advocate.

RECENT EXPERIENCE

NYU Langone Health

Managing Editor, Education, Research & Physician Content
Senior Digital Editor

NEW YORK, NY
2019 - Present
2015 - 2019

Editorial lead for all NYU Grossman School of Medicine and NYU Long Island School of Medicine website content for the top academic medical research brand in the nation. Direct brand strategy and content for NYU Langone's digital journal *Physician Focus* to build reputation and increase patient referrals. Evaluate, prioritize, and serve as the primary point of contact for new website initiatives and features. Partner with senior leadership to develop key messaging, web, social media, and other communication assets to reach targeted audiences while upholding standards for culturally sensitive and inclusive content.

- Supervised a multi-year migration and consolidation of hundreds of thousands of low-performing webpages to centralized, mobile- and SEO-optimized platform
- Advised university leadership on best digital practices
- Implemented rigorous QA process, reducing editorial and production errors
- Recognized as an institutional subject matter expert for accessibility issues
- Routinely sought to advise and optimize production plans for high-profile, multi-team digital content and marketing initiatives

PREVIOUS EXPERIENCE

Haymarket Media

Senior Editor
Editor

NEW YORK, NY
2014-2015
2010-2013

Supervised a team of writers and editors to produce a wide variety of educational, research, marketing, and informational website materials for several medical and health science brands. Led digital implementation of new brand identity and messaging.

- Created digital planning calendar to support new editorial initiatives
- Developed content approval process and assignment and budget tracking systems
- Advised on information architecture and product roadmap for website rollouts
- Liaised with digital production and development teams to manage workflow, QA new production releases, and log and troubleshoot functionality issues

Healio News

Assistant Web Editor
Staff Writer
Production Associate

THOROFARE, NJ
2009-2010
2008-2009
2007-2008

- Wrote, edited, and posted daily news, educational content, and case reviews for health and science publications following appropriate guidelines for print production and content management system (CMS) procedures for digital projects
- Proofread print and web content at all editorial stages and confirm application of final changes prior to production
- Built and sent email newsletter campaigns using email management systems
- Performed print layout and production duties

EDUCATION

New York University, NEW YORK, NY, Summer Publishing Institute, 2010
Rowan University, Glassboro, NJ, BA in English, Magna Cum Laude, 2007

SKILLS

Drupal and WordPress content management systems; Mailchimp and Silverpop email marketing platforms; Omniture and Google Analytics software; Adobe InDesign and InCopy; and Asana, JIRA, Trello, Smartsheet, and ClickUp project management tools.