

EXPERIENCE

SOCIAL STRATEGIST (2023-2025)**CATERPILLAR, CHICAGO, IL**

- Sat on social media 'newsroom' board, guiding page owners on brand voice and social media effectiveness
- Developed social media strategies for multiple business units including content calendars, influencer partnerships, and community management
- Established and reported on enterprise and page-level KPIs for all major social networks
- Managed enterprise and page-level reporting for more than 100 social channels via Sprout Social
- Conducted social listening via Brandwatch to understand VOC and develop enterprise-level communication strategies
- Conducted crisis and trend monitoring and advised senior leadership on how to manage relevant issues
- Developed and conducted both enterprise and internal agency-level trainings on social media best practices; including influencer partnerships, UGC sourcing and usage, brand voice, and customer care
- Developed scalable processes and automated rules for social customer care
- Assisted in the deployment of Salesforce Lightning instance for purposes of social media customer care
- Promoted from internal marketing agency to enterprise-level operations

EARNED MEDIA MANAGER (2022-2023)**L2TMEDIA, EVANSTON, IL**

- Deployed and oversaw development of new remarketing product, L2T Engage, while continuing to manage organic social and reputation management products
- Maintained product development timeline for three products
- Worked closely with marketing to develop case studies for all three products
- Oversaw budget for Earned Media department

SOCIAL IMPACT/REPUTATION MANAGEMENT SUPERVISOR (2018-2022)**L2TMEDIA, EVANSTON, IL**

- Developed and deployed best practices for organic social media and reputation management products
- Grew team from an offshoot of Paid Social to independent department of four specialists
- Maintained relationships with social media, CMS, reputation management, and other vendors
- Developed benchmarks for two products and tracked KPIs
- Developed collaborative cross-departmental strategies to better scale company offerings
- Worked hand-in-hand with sales/customer success to retain high-priority clients and reduce overall churn
- Conducted ongoing competitive research of other digital marketing agencies in the automotive space

VOLUNTEER BOARD MEMBER 2015-2021

RUBY COMMUNITY GARDEN- CHICAGO, IL

- Managed social media presence
- Created content including video, photography, and graphic design
- Established rules surrounding sustainable agriculture
- Assisted with foreign-language community outreach programs
- Managed educational and social events for garden members

GLOBAL SOCIAL CHANNEL COORDINATOR 2016- 2017

MCDONALD'S/JEFFEREY M CONSULTING, CHICAGO, IL

- Deployed and managed global social network cybersecurity and moderation system
- Developed social media crisis and response plan
- Coordinated social moderation in response to news and trends
- Acted as liaison between McDonald's corporate and regional/franchise owners with regard to social channel issues
- Advised McDonald's corporate and regional/franchise owners on social channel best practices
- Worked with legal department to identify and remove social accounts that harm McDonald's brand
- Led development of and migration to new asset management system

PUBLIC RELATIONS COORDINATOR 2014-2015

CHICAGO BOTANIC GARDEN- GLENCOE, IL

- Managed social media presence
- Created content including video, photo editing, and graphic design
- Managed influencer/blogger ecosystem
- Oversaw VIP events including photography and media coverage
- Developed and distributed press releases.
- Maintained media contacts

ANCHOR/REPORTER 2013-2018

RIVET NEWS RADIO- CHICAGO, IL

- Researched and developed news for broadcast
- Presented news, weather, and traffic reports for four markets
- Developed multimedia assets (social media posts, videos, emails) featuring additional in-depth reporting

ANCHOR/REPORTER 2008-2013

SHADOW/METRO- MILWAUKEE, WI

- Produced and anchored traffic reports for several major-market stations including WGN, WBBM, and 100.3
- Maintained relationships with public information officers and government officials
- Pitched, developed, and delivered news for broadcast

ANCHOR/REPORTER 2008-2011

WTMJ-AM - MILWAUKEE, WI

- Maintained relationships with public information officers and government officials
- Pitched, developed, and delivered news for broadcast
- Developed multimedia assets (social media posts, videos, emails) featuring additional in-depth reporting
- Conducted live, in-studio interviews

ANCHOR/REPORTER 2005-2006

ILLINOIS PUBLIC RADIO- SPRINGFIELD, IL

- Covered Illinois politics for distribution across public radio networks

- Maintained relationships with public information officers and government officials
 - Pitched, developed, and delivered news for broadcast
 - Developed multimedia assets (social media posts, videos, emails) featuring additional in-depth reporting
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EDUCATION

UNIVERSITY OF ILLINOIS- SPRINGFIELD, MASTER OF ARTS

- Earned Master's degree through Public Affairs Reporting program
- Interned as reporter at Illinois Statehouse for Illinois Public Radio
- Filled-in as Morning Edition anchor at WUIS/WIPA Public Radio

BRADLEY UNIVERSITY, PEORIA, BACHELOR OF ARTS

- Double-majored in Journalism and Multimedia Development