

OBJECTIVE

As a highly organized and motivated communications professional, with extensive writing experience, I am looking for a challenging and creative marketing and/or project coordinating position with potential for growth.

MARKETING & WRITING

Author Event Host/Marketing Contributor/Sales - Book Passage - Corte Madera, CA - 4/2016 - Present

- Organize books, create displays for author events
- Host speakers, audience for author and other book events
- Write/present guest introductions and questions
- Assist marketing director with various tasks, such as creating Constant Contact emails

Project/Marketing Coordinator - Screentakes - San Rafael, CA - Present

- Develop and maintain Email marketing campaigns
- Write and maintain company social media marketing platforms and messaging
- Coordinate client meetings and events
- Facilitate all manner of client/perspective client outreach

Interim Marketing Assistant Manager - Cuvaison Winery - Napa, CA - 1/2015 -11/2015

- Create weekly email sales/informational campaigns to 4,000+ wine club members and retail customers
- Create promotional materials, such as post cards, table top and large format signs
- Maintain company website
- Write weekly staff meeting agenda
- Liaison between Marketing department and vendors, including overseeing print copy and printer deadlines
- Develop and implement social media messaging on Twitter, Facebook

Website Writer and Marketing Manager- thebarrelbuzz.com - 2014 - Present

- Developed website concept, aesthetics and messaging
- Write and edit website article postings, reviews and blog
- Take and edit photographs
- Conduct and edit audio interviews for podcasts
- Write and distribute regular newsletter/mass email
- Develop and implement social media messaging on Twitter, Facebook, Instagram
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Film Journalist/Features Writer (freelance) - Culture Vulture Online Arts Magazine - 2010 - Present

- Analyze current film releases, submit reviews and/or feature stories on film topics
- Conduct interviews with principals of articles
- Contribute to travel section with feature articles on domestic travel

SALES & CUSTOMER SERVICE

Retail Sales/Hospitality - Provenance Vineyards; Cuvaison Winery - Napa, Ca - March 2012 - 2016

- Educate guests about wine brands and retail product lines

EMPLOYMENT HISTORY

Project Coordinator (freelance): 2004 - 2007 Todd Street Productions,
MJM Creative, RJO Creative - New York, NY
Segment Producer: 2001 - 2004 Drum TV - New York, NY

MEMBERSHIPS

International Documentary Association: 2016 - Present

SKILLS

InDesign, Vertical Response, Constant Contact, MailChimp, Final Cut Pro, Excel, Word; Mac, PC proficient

EDUCATION

B.A., English, University of Michigan, Dearborn, MI

CONTACT

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