

CONTENT MARKETING & SUSTAINABILITY ADVOCATE

Engaging audiences with creative storytelling and high impact digital experiences

Experienced content marketer, writer and web/digital producer skilled in delivering stories and user experiences designed to engage audiences around a shared value proposition. Proven leader and strategic thinker with deep technology and cross-industry experience who is equally at home executing or leading teams to success. Track record of delivering high impact results with unique approaches across a broad range of digital media including websites, interactive experiences, videos, thought leadership articles and social media. Confident interviewer, driven by curiosity, who works closely with experts to gain insight and deliver compelling content that builds community and inspires action. Excel at charting new territory, with a career-long pattern of experimentation and spearheading first-of-a-kind initiatives. Passionate about applying a diverse skill set to help solve environmental challenges both locally and globally. Interests – green technology, sustainability, forests, conservation, climate change, carbon, wildlife and biodiversity.

- **Web / Multimedia Producer**
- **Community Management**
- **Interactive Content**
- **Blog Management / Editing**
- **Research**
- **Environmental / Conservation Issues**
- **In-Depth Reporting / Article Writing**
- **Social Media**
- **Communications**
- **Digital / Editorial Strategy**

TECHNICAL SKILLS

WordPress | Hootsuite | Dreamweaver | Photoshop | HTML | Webtrends | Google Analytics | PMI PMP®

PROFESSIONAL EXPERIENCE

Content Marketing & Communications Manager.....July 2017 - present
Species360 – nonprofit

- Managing all content marketing, marketing communications, PR, event collateral, email and social media for the organization. This includes planning, conceptualization, design and execution, as well as vendor management when budget allows additional resources.
- Grew Twitter and LinkedIn following by more than 500% and improved Twitter authority by 3.5x
- Improved Google search rank by more than 15 points and got our website on the first page of search results for keywords like “animal data science”, “zoo data science”, “conservation data”, “conservation data science”, etc.
- Produced an animated video and deck for CEO to present at annual worldwide conference that received a standing ovation by the audience and our Board of Trustees.

Content Marketing Lead / Sustainability Advocate.....Mar 2014 – June 2017
IBM Strategic Editorial & Creative, IBM Center for Applied Insights

- Led executive-sponsored project to build an interactive tool, powered by IBM Watson, to help clients understand the business value of cognitive computing. This first-of-a-kind app influenced marketplace perceptions about artificial intelligence and cognitive computing and helped increase mindshare for IBM.
- Led IBM AI for Social Good (Sustainability) project, delivering a long-form article based on a series of expert interviews to demonstrate how innovators are using new artificial intelligence capabilities to protect the environment.

IBM (Cont)

- Created and led multidisciplinary global team to build a prototype and business plan for development of a Watson Green offering for climate change which was a top 50 semifinalist in contest for new product ideas and was presented to IBM senior executives.
- Developed thought leadership materials that paired strategic insights from market research with practical lessons to help business leaders deliver better results. Created and managed the launch of content assets such as white papers, picture books, infographics, videos, interactive experiences to elevate IBM's voice and increase mindshare in key emerging technology markets. Some example campaign KPIs:
 - Social reach up to 13.5M Twitter impressions
 - PR/Media reach up to 488 press mentions
 - Featured in executive presentations at key events (IBM, Gartner)
 - Featured in live video interview Silicon Angle theCUBE
- Led launch/redesign of several branded channels, achieving consistently high growth and engagement across all. In one year, tripled internal digital community and blog traffic, doubled the number of contributing bloggers, and grew blog shares and Twitter engagement by 5x.

Global Social Brand & Community Manager.....Nov 2011 – Feb 2014*IBM Brand System Workforce Enablement*

- Pioneered the transition of the alumni program from a website to a social media based community model, increasing engagement and saving \$600k in platform costs. As a result, other branded communities such as IBM HR, the Center for CIO Leadership, and IBM Club adopted model for their audiences.
- Developed a first-of-a-kind automated email solution, delivering team member registration status for employee values jam to managers and encouraging attendance, doubling overall employee participation.

ADDITIONAL EXPERIENCE

Held advancing roles as Project / Support Manager, IBM GLOBAL BUSINESS SERVICES, and Web Producer, MITSUBISHI CONSUMER ELECTRONICS. Sample accomplishments include:

- Managed the development of a variety of successful e-business and multimedia projects across multiple industries. High client satisfaction with results on one project led to \$1M+ of additional business
- Designed, produced, and managed internal and external corporate web sites, including interactive applications for consumers and dealers.

EDUCATION

Master of Science (MS), Business Management / Marketing, Nanzan University, Nagoya Japan

Bachelor of Arts (BA), Business Administration / Japanese Studies, Oglethorpe University, Atlanta, GA

PUBLICATIONS / AWARDS / OTHER

- Published blogs in Species360, Green Business, American Forests, IBM Cognitive Business Medium, IBM Internet of Things, IBM Social Business Insights
- Recognized Twitter influencer and top blogger for Species360 and the IBM Center for Applied Insights.
- Designed, produced and managed several branded blogs/websites on Wordpress
- Clients/industries for digital projects have included retail, financial services, consumer electronics, manufacturing, nonprofits, associations, online communities and networks, cultural events
- Multiple articles and digital projects for executives, newsletters, communities
- Bilingual websites about Japan were featured in local and national magazines and garnered multiple internet awards and recognition
- Art portfolio/website featured in Atlanta Showguide magazine