

## PROFESSIONAL SUMMARY

Versatile marketing and communications specialist with a track record of executing high-impact digital projects, producing compelling content, and driving stakeholder engagement across sectors. Known for managing complex, deadline-driven initiatives while maintaining brand consistency and ensuring regulatory compliance. Adept at crafting audience-specific messaging, collaborating across teams, and delivering polished deliverables that support organizational goals.

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## PROFESSIONAL EXPERIENCE

**Blue Eagle Consulting, Inc.,** *Digital Communications & Design Consultant* | Remote **December 2024 - Present**

- Led the end-to-end design and launch of websites for two NY-based nonprofits, elevating digital presence and usability; ALCA site generated 8,900+ sessions within four months.
- Produced digital and print collateral—brochures, flyers, seasonal guides—and built 8 DonorPerfect forms, contributing to \$22K+ in new donations, memberships, and event revenue.
- Advised nonprofit staff and presented to ALCA’s Board to align digital strategy with organizational goals, brand standards, and accessibility best practices

**BennBridge US LLC,** *Product Marketing Associate* | Boston, MA **May 2023 – May 2024**

- Managed and updated quarterly marketing materials—including factsheets, commentaries, and pitch decks—across multiple global investment strategies, ensuring accuracy and compliance.
- Edited, proofread, and distributed email communications in coordination with U.S. Compliance and global marketing, maintaining 100% regulatory adherence.
- Implemented quality control processes and peer reviews to improve data integrity, speed-to-market, and consistency across firmwide collateral.

**Location Station,** *Marketing Intern* | Remote **May 2022 – August 2022**

- Revamped marketing assets and sales documents, enhancing clarity and cohesion across business plans, manuals, and presentations.
- Developed a competitive press kit and improved website copy and design to strengthen messaging and audience engagement.
- Researched target markets and created lead-generation lists to support strategic business development initiatives.

**Luxe Beat Media,** *Marketing & PR Intern* | Remote **May 2022 – August 2022**

- Edited 20+ published articles for grammar, structure, and tone to meet editorial standards and improve reader engagement.
  - Created WordPress websites and multimedia assets—including logos, videos, and press kits—to support client branding projects.
  - Assisted in CRM setup and email campaign execution to optimize outreach and digital marketing efforts.
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## EDUCATION

**University of Richmond - B.A.** in Rhetoric and Communications | Minor: Environmental Studies **August 2020 – May 2023**  
Graduated Magna Cum Laude | Dean’s List (all semesters) | First Prize, 2023 Sustainable Solutions Challenge

**Queen Mary University of London,** London England **August 2021 – December 2021**  
Semester Abroad | Phi Beta Delta Honor Society for International Scholars

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## SKILLS

WordPress | WIX | DonorPerfect | Microsoft Office Suite | Google Workspace | Adobe Creative Suite | Canva | CMS Platforms | Website Design & Development | Content Creation & Editing | Email Marketing | Social Media Platforms | CRM Platforms | Brand Messaging | Digital Strategy | Marketing Collateral Production | Cross-Team Collaboration | QA & Compliance Review | Attention to Detail | Adaptability | Deadline Management | Stakeholder Engagement

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## ACHIEVEMENTS

Published an article in *Luxe Beat Magazine* “Traveling Europe: 7 Destinations in 4 Months”  
Edited books and articles for multiple published authors.