

## Professional Experience

### Assistant Director

#### The Reynolds Center - Arizona State University | Phoenix, AZ | 10/21-Current

- Redesigned Reynolds brand, including a new website, logo, colors, voice, and marketing collateral while maintaining the brand across multiple platforms, including daily management of website content at [businessjournalism.org](http://businessjournalism.org).
- Introduced and continue to write [weekly newsletter](#) with over 3,000 subscribers and a >40% open rate.
- Coordinate annual [Barlett & Steele Awards](#) from submissions, judging, writing a press release, and managing the ceremony which includes classroom visits from winning journalists.
- Manage relationships with journalist associations and business news organizations.
- Conduct an annual [salary survey](#) of business journalists, including data collection and analysis.
- Hire, train and supervise full-time staff including three graduate student workers during the academic year and two students during the summer semester.
- Designed, edited, and produced the eBook [Business Beats Basics](#), which includes 21 chapters and supplemental material on various business journalism topics.
- Created a guidebook for my position and how-to guides for recurring events to assist with future transition.

### Communications and Marketing Coordinator

#### The Center for Gender Equity in Science and Technology - ASU | Tempe, AZ | 12/20-10/21

- Single-handedly managed the migration of the [CGEST website](#) from WebSpark to Drupal 8 while updating and streamlining the content. Continued to maintain the website with frequent program updates.
- Project managed and executed a virtual 3-day conference with over 25 speakers: this included social media posts, registration management, outreach marketing, leading the tech team and overall support.
- Compiled and managed a monthly newsletter thru Salesforce including writing and editing content, managing distribution list, and reaching out to additional organizations for collaborations and partnerships.
- Managed and maintained social media profiles increasing engagement and reach month over month including taking and editing photos at events and recruiting faculty, students, and professionals to write op-ed style pieces for the [CGEST blog](#).
- Event coordinator and contact point for various events both virtual and in-person including a pitch competition and summer technology camp for 30 girls.
- Developed and distributed [press releases](#), fact sheets, message guidance, promotional videos, flyers, social posts, and other materials. ([View folder for examples of work](#))

### Project Coordinator

#### AmeriCorps - The Center for Gender Equity in Science and Technology - ASU | Tempe, AZ | 02/20-09/20

- Supported the implementation of a grant-funded research study in 8 rural high schools, serving 109 students while maintaining relationships with partner schools, community partners, and other stakeholders.
- Created the project timeline, storyboard, and outline for synchronous online culturally relevant Industry Mentor Training while serving as the project manager.
- Interacted and maintained liaison with students, faculty, staff and outside/community agencies in facilitating program objectives, while ensuring optimum efficiency and compliance with center protocols and procedures. Produced and implemented software methods to condense content and training materials for teachers and schools
- Collaborated with the American Institute of Research to coordinate timelines for data collection from partnered schools. Successfully collected, stored, entered, and reported on data from 12 schools, using Microsoft Excel and Google Forms.

- Assisted partner schools in transitioning from in-person to online curriculum development as well as provided virtual program delivery in response to Covid-19 global pandemic, and planned and implemented a virtual Summer Residential Experience for over 75 student participants.

### Visual Merchandiser

**Dick's Sporting Goods | Scottsdale, AZ | 10/19 - 02/20 : Victoria's Secret | Scottsdale, AZ | 11/15 - 04/17 : Old Navy | Tempe, AZ | 11/14 - 10/15 : JCPenney | Mount Pleasant, MI | 08/11 - 10/14**

- Managed and supervised 10-20 stock team members on processing and placement of current and new products based on company vision guide, store layout, and sell-through.
- Supervised and managed timeline of events and schedules of the entire store workforce.
- Created, planned for, and adapted visual displays to the store environment while leading the execution of window displays, signage, interior displays, floor plans, and special promotions.
- Executed promotional events, adjusted sales floor as needed, and prioritized tasks to meet deadlines.

### Additional Skills and Experience

- **Marketing and Graphic Design:** Creating and editing marketing materials using Adobe Creative Suite (Photoshop, Illustrator, InDesign) such as pamphlets, flyers, websites, logos and overall branding.
- **Videography & Photography:** Creating and editing videos for various projects using iMovie and Adobe Premiere Pro. Taking and editing event photos for promotional materials with Nikon D5300.
- **Communications:** Utilizing social media applications (Instagram, Facebook, and Twitter) for marketing and promoting products and events while developing and maintaining relationships with customers and clients. Creating eye-catching design concepts across various communication channels to strengthen brand identity. Experience with creative writing, content management, advertising concepts and critical thinking. Have created press releases, newsletters, presentations and annual reports.
- **Teaching, Training, and Consulting:** Identifying and delivering technical training to others on the use of visual methods, transferring curriculum to a learning management system (Canvas), and data organization and presentation for research/empirical studies. Ability to simplify complex information into a user-friendly format. Continually study and disseminate information regarding intersectionality, gender studies, culturally responsive pedagogy, feminism, justice studies, and critical race theory.

### Education

**PhD** | Sociology | Arizona State University | *Expected completion 2026*

**Master of Arts** | Sociology | Arizona State University | 2019 | 4.2 GPA

**Bachelor of Applied Arts** | Apparel Merchandising and Marketing | Central Michigan University | 2013 | Summa Cum Laude | *Minor: Women's Studies*

**Associate of Arts** | Merchandise Marketing | Fashion Institute of Design and Merchandising | 2010 | Magna Cum Laude

### Additional Roles

**Member** Cronkite Staff Advisory Council, 2023 to present

**Member** Local to Global Justice, 2021 to present

**Member** ASU Staff Council, 2021 to present

**Panelist** Science of Making an Impact at ASU, 2020

**Secretary** of Students Advocating Gender Equity at CMU, 2011-2013

**Press Secretary** of Student Government Association at CMU, 2013

**Co-Director** Vagina Monologues, 2013

**Volunteer** Habitat for Humanity Argentina, Spring 2019

**Volunteer** Sojourner Center - Domestic Violence Shelter 2016-2019