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Driven, dedicated and outgoing **DIGITAL MARKETER & FULL STACK WEB DEVELOPER** with a **Certificate from University of Denver**. Strong analytical skills and experience in web development, digital marketing strategy, communications and graphic design, policy analysis, and public messaging. Strong problem solving skills. Proven ability to work on several projects simultaneously and to shift priorities as needed. Thrives in a rapidly evolving work environments that present new and different challenges.

EXPERIENCE

WORK

Present
–
03/2018

Western Resource Advocates | Digital Marketing Manager | Denver, CO

- Work cross-functionally across all areas of the organization to engage a variety of audiences
- Manage a multi-channel content marketing strategy to increase traffic to WRA's website
- Analyze the success of digital content across audiences using Google Analytics
- Track and influence WRA's visitor journey across our website to guide visitors towards lead captures
- Deploy, analyze, and AB test lead capture forms throughout the website
- Manage WRA's email marketing program to cultivate new leads and convert to donors
- Develop personalized messages that scale across digital platforms
- Create content that communicates the value of the expertise and successes of program staff
- Develop digital fundraising asks to distribute via email, social, and Google Ads
- Manage two direct reports

02/2018
–
05/2015

Milwaukee Riverkeeper | Communications Manager | Milwaukee, WI

- Develop and foster relations with local and state media, including at press conferences and events
- Develop and implement an integrated content marketing strategy to promote advocacy initiatives, educational events and workshops, and citizen science programs to build organizational supporter base while advancing policy measures aligned with protecting local waters
- Create and curate web content on WordPress and Squarespace
- Analyze web traffic, SEO rankings, and user experience of organization's website using a combination of Google Analytics, Search Console, and Google Tag Manager
- Develop and implement organization's social media strategy via multiple social media managers
- Draft, edit, and design regularly scheduled emails, print newsletters, and fundraising campaigns
- Coordinated communications and civic engagement across a coalition of 10+ local, state, and regional organizations to oppose the city of Waukesha's request to divert Great Lakes water, garnering more than 11,000 public comments, 96% of which explicitly opposed the request

05/2015
–
03/2014

Alliance for the Great Lakes | Southeast Wisconsin Education Affiliate | Milwaukee, WI

- Assisted in educator coordination, field trip preparation, volunteer recruitment, citizen-science monitoring trainings, and Great Lakes place-based education for schools in Greater Milwaukee Area
- Worked with more than 50 classes from Racine Unified School District to lead groups of 10-15 students in authentic inquiry into beach conditions using a station rotation model

05/2014
–
08/2012

University of Colorado | Boulder, CO

Graduate Student Assistant - Cooperative Institute for Research in Environmental Sciences

- Marketed Climate Literacy & Energy Awareness Network (CLEAN) collection by connecting national science education organizations and groups as users or developers
- Streamlined and semi-automated marketing plan in Salesforce

Graduate Student Teaching Assistant & Writing Consultant

- Taught 3 Geography (climate & vegetation) laboratory sections weekly for one semester
- Grading Assistant for Environmental Public Policy Lecture for one semester
- Specialized in science writing consultations with writers of all skill-levels for one semester
- Taught 3 Ecology & Evolutionary Biology lab sections weekly for two semesters

08/2012
–
08/2011

GRID Alternatives | Outreach & Program Associate, AmeriCorps VISTA | Riverside, CA

- Worked with local and national outreach team to market to program participants and partners
- Evaluated homeowner income, energy utility provider, and affordable housing qualifications for the Single Family Affordable Solar Homes Program through the California Solar Initiative
- Facilitated 1+ volunteer orientations every month for 30+ job trainees
- Cultivated relationships with corporate sponsors and job partners, securing \$10,000+ in new funding

