

Experience

- Director of Communications

September 2024-present

HousingPlus | New York, NY

 - Re-launched a semi-annual newsletter to donors
 - Optimized SEO throughout the website
 - Launched a monthly HousingPlus blog
 - Spearheaded a campaign to increase recipients of our e-newsletters/emails by diversifying content, launching collaborative content creation, and thought leadership
- Director of Marketing & Community Relations

November 2017-September 2024

Sunnyside Community Services | Queens, NY

 - Guided the marketing efforts of organization programs
 - Wrote materials to support the outreach and informational needs of programs
 - Created social campaigns which led to exceeding fundraising goals for GivingTuesday in 2021, 2022, and 2023
 - Oversaw all organizational social media accounts; in 2022, oversaw a 30% increase in social reach on Facebook
 - In partnership with the external web developer, manage all content on the organization's website
 - Managed the Volunteer Services Coordinator
 - Created, maintained, and updated the organizational style guide and ensured consistent organizational brand
- Associate Director, Business Development

March 2012-November 2017

StoryCorps | Brooklyn, NY

 - Developed partnerships with external organizations, resulting in more than \$200,000 of annual revenue
 - Oversaw the creation of materials and support large-scale recording partnerships
 - Launched new models of partnership - including pioneering work on simple video animation to accompany a recording project with Kaiser Permanente
 - Promoted twice to roles of increasing responsibility, from an entry level post in 2012 to a leadership role that included managing one of the department's junior members

Skills

Spanish: Intermediate, Conversational	Adobe Creative Suite	Constant Contact
CRM (Salesforce, HubSpot)	HTML	CMS (Drupal, WordPress)
Google Analytics and Ads	MailChimp	Strategic Planning and Budgeting

Education

- Master's of Public Administration
- Baruch College
- Bachelor's of Arts | Professional Writing
- Carnegie Mellon University