

## WHAT I DO

Craft **creative content** that resonates. **Revitalize brands**, but respect timelessness. **Simplify**, then **amplify**. Cultivate ideas and design experiences that **put people first**.

Yes, I do many things...but always two things: find ways to add value and execute.

## WHO I AM. WHAT I BELIEVE.

I'm a dreamer.	I <b>believe</b> we have an opportunity to design a future that's better for everyone.
I'm a realist.	I <b>believe</b> enterprise is the most powerful force on earth.
I'm a millennial capitalist.	I <b>believe</b> businesses are now, at long last, actually incentivized to do good.
I'm a new-breed designer.	I <b>believe</b> good design is what's good for people is what's good for business.
I'm a maker and a shaker.	I <b>believe</b> in making things that shake the world—responsibly, of course.
I'm an asset.	I <b>believe</b> even the best ideas flop when messaging, content, and brand fall short.
I'm a generalist.	I <b>believe</b> today's complex problems need nuanced, cross-disciplinary solutions.
I'm a design thinker.	I <b>believe</b> innovation isn't about tech alone, but finding compelling ways to use it.
I'm a communicator.	I <b>believe</b> in finding the essence of what you do, articulating why it matters, and delivering the message to the right people in the right places at the right times.

## TOOLKIT

Brand strategy

Content strategy

Copywriting

Design thinking

Project management

UX research

## HOW I GOT HERE

HIGHLIGHTS

JUICY DETAILS



### Head Content Strategist, GTM, SAP Design, 2017

Led content strategy for the newly established SAP Design. Refreshed core messaging. Helped develop brand extension. Co-project management for build out of key digital assets like websites. Defined social media strategy, strategy for content like case studies. Chief copy writer. Co-led all PR/marketing efforts.

### Strategist, Design & Co-Innovation Center, 2016

Worked with high-profile SAP clients on strategic co-innovation initiatives using design thinking methodology. UX researcher on award-winning projects. Contributed to thought leadership initiatives, co-authored key thought leadership content. Led the team's global content and social media strategy.



### Marketing Director, 2014-2016

Led initiative to re-brand and re-think the way people receive, interact with and consume AgResource's digital products. Developed new brand identity, content strategy, marketing campaigns. Co-designed new website and backend content management system. The result redefined, rejuvenated and repositioned the company to compete for a larger pool of potential clients. Seven months after launch, the company saw:

- 21% increase in paying readership
- 1,650% increase in web traffic



- BA Human/Economic Geography, 2014
- BA International Studies: Politics and Policy in the Global Economy, 2014

