

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.

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

