

WHAT I DO

Craft creative content that resonates.
Simplify the message. Then, amplify it.
Revitalize brands, but respect timelessness.
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.

brand strategy

content strategy

copywriting

design thinking

project management

UX research

HOW I GOT HERE

the juicy
in-betweens

the
chapters

Finally stand up on a surf board.

2017

“Coach” group of Stanford undergraduates working on a design-led innovation project.

Team wins a slew of design awards—including Red Dots!

“Discover” design thinking; realize I’ve been doing it all along.

Hitch-hike down Chile. Tango through Argentina.

Live “the life” as a freelancing, globetrotting digital nomad.

2016

Tackle first major project: re-imagine a leading ag market consultancy.

2015

1) Co-run NGO that let me 2) travel the world setting up computer labs and 3) write about food + tech, while 4) doing my part to bridge the digital divide.

2014

National youth correspondent during 2012 US Presidential election.

Co-author paper while at BRICS Policy Center in Rio de Janeiro.

Become News Editor for the Daily Cardinal.

2010



Head Content Strategist, GTM & Strategy, SAP Design, SAP 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. Oversaw content creation efforts. Co-led PR/marketing efforts.

Strategist, Design & Co-Innovation Center, 2016

Worked with high-profile SAP clients (like Cargill, Al Jazeera’s AJ+, and Kellogg’s) on strategic design and co-innovation initiatives. UX researcher and content strategist on award-winning work. Drove thought leadership initiatives, created and co-authored key thought leadership content. Led the team’s global content and social media strategy.



Marketing Director, 2014-2016

Led initiative to re-imagine the way people receive, interact with and consume digital products from AgResource—a small but influential global commodity research and consulting firm. Developed new brand identity, led content, marketing, PR efforts. 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 & Policy in the Global Economy, 2014