

## Key Qualifications

Skill Level	Technical	Personal
Novice	Javascript, Python, Flutter	Styling my hair, sitting still, ordering at restaurants
Intermediate	CSS, Less, Bootstrap, Adobe Suite, web design, video production	Self-awareness, gardening, thank you letters, inventing
Advanced	Social media, copy writing, web management, digital marketing, HTML, Google Suite	Phone banter, thinking outside the box, putting pen to paper, consensus-reaching

## Professional Experience

- Head of E-Commerce & Digital Marketing* | **KLIK MARKETING** Currently
- Managing multi-channel marketing operations of 20+ brands including email, PPC, social media, media production, and web development
  - Coordinating several team-members to ensure deadlines are met and KPIs are hit
- E-Commerce Marketing Specialist* | **KLIK MARKETING**
- Owner* | **BLUE HAVEN SERVICES** Currently
- Designed solutions for three clients in web development, e-commerce, and fulfillment
  - You can find some of this work at: asheville-stickers.com & bluehavenhauling.com
- Marketing Coordinator* | **BOSTON PUBLIC MARKET** 2018 - 2019
- Consulted with 35+ food/agriculture businesses on marketing, and product development
  - Planned and executed \$15,000 digital marketing budget through Google, Facebook, Twitter, and email
  - Monitored site analytics and implemented solutions for the digital customer experience
- Brand & Sustainability Coordinator* | **SOLUNA GARDEN FARM** 2017 - 2018
- Used earned social media, emails, and physical media to drive e-commerce
  - Formulated brand guidelines, social media schedule, and Hootsuite maintenance system
- Farmers Market Manager* | **BOSTON PUBLIC MARKET** April '17 - Nov. '17
- Coordinated marketing and operations for 22 local farms, food artisans, and transformers
  - Successfully managed a public use space owned by the Rose Kennedy Greenway
- Sales Associate* | **PATAGONIA BOSTON** 2016 - 2017
- Learned operational strategies of a world-renowned B-corporation
  - Participated in the yearly environmental grant allocation vetting process
- Economic Development Advisor* | **US PEACE CORPS, SENEGAL** 2013 - 2015
- Facilitated the formation of Thiés Region's first Citrus Farmers Union
  - Coordinated ongoing sales, facilitated new sales, created a comprehensive branding campaign & initiated marketing system for artisanal goods fabricated by a local artisan

## Education

BSBA, Marketing | **STONEHILL COLLEGE**, EASTON, MA 2009 - 2013