**DIGITAL COMMUNICATIONS STRATEGY & ANALYSIS**

Experienced digital communications strategist and analyst seeking opportunity to help organizations engage and interact with their customers, partners, and employees in the most effective ways. I have proven expertise to manage communication projects and campaigns to achieve real, quantifiable results for organizations of all sizes across industries.

**AREAS OF EXPERTISE**

Project Management · Digital Communication Strategy · Digital Content Writing · Data Analytics · Social Media Strategy · Content Marketing · Digital Marketing Platforms · User Adoption · Communication Process Design & Improvement · Change Management

**EXPERIENCE**

**2018-2019**

## Digital Communications Analyst, Toyota

* Managed an internal beta group, TFS Champions, to help test new technologies and tools before being launched enterprise wide. Used Yammer as a two-way communication tool to promote engagement and self-help within the group of users.
* Ran monthly meetings with the TFS Champions to inform them of upcoming technologies, provide demos, share announcements, and gain feedback.
* Ran the TFS Early Access (TEA) Program, an extension of the TFS Champions group. Managed access and lead training sessions for piloting applications such as Microsoft Teams, Microsoft Use at Home (UAH) Program, Windows 10 + Office 2016 ProPlus, and other Microsoft tools and online applications.
* Drove data collection and presented data monthly to help leadership understand which digital campaigns were successful and determine how to be more effective
* Wrote enterprise-wide communications to announce technology launches and provided updates for new tools and technologies, provided training, and encouraged users to review self-help documentation.

**2017**

## Social Media & Digital Communications Manager, SDL

* Managed social media marketing efforts across multiple internal business groups in both the United States and Europe
* Developed process to improve content promotion throughout all social media and blog channels
* Managed marketing efforts at company events, such as SDL Connect, to engage with event attendees, promote company announcements and news, and share the event's experience live for those unable to attend the event in person. *View campaign efforts* [*#SDLConnect17*](https://twitter.com/hashtag/SDLConnect17?src=hash)*.*

**2014-2015**

## Digital Communications Strategist, UT SOUTHWESTERN MEDICAL CENTER

* Promoted from Web Editor to Digital Communications Strategist to lead the launch of social media channels for the hospital, research facility, and schools within the medical center’s brand
* Manage short-term digital marketing projects and campaigns to promote current research, patient stories, new medical procedures, student recruitment, and public events
* Ran one of UTSW's most successful campaigns, Nurses Week. Using [#UTSWNursesRock](https://storify.com/UTSWNews/utswnursesrock), reaching 66,278 organic followers with over 150,000 organic comments and reactions
* Organize and contribute to online events such as Facebook Live talk and live Twitter chats with health professionals, webinars, and engaging online with followers during live events on social media platforms
* As Web Editor: updated and wrote copy for main websites, [utsouthwestern.org](http://utsouthwestern.org/), [utsouthwestern.edu](http://www.utsouthwestern.edu/), and managed the company [blog](http://www.utswmedicine.org/stories/)
* Work with design to create images for social media use, [*see examples*](http://bit.ly/2smdpYL)*.*

**2014-2015**

## Digital Marketing Consultant & Project ManAger, Independent

Helped clients connect with their target audiences, increase brand awareness, sales, and engagement from customers on social media platforms. Worked with clients in industries including: local neighborhood associations, sporting entertainment facilities, Dallas university, healthcare, textile, entertainment, and online retail industries.

**2014**

**Digital Marketing Specialist & Project Manager,** DXZ MEDIA

Managed four key client accounts for startup, creating marketing strategies to reach company and client goals. Created and curated content, text and images, that aligned with the clients’ company voice and brand

**EDUCATION**

Certificate, Project Management (2018) University of California, Irvine

BA, Emerging Media and Communications (2013) University of Texas at Dallas  
AA Fine Arts (2011) Brookhaven Community College