EDUCATION

**M.A. in Writing: Book Publishing,** Portland State University *June 2017*

*Focus*: Editing and Marketing

**B.A. in Liberal Arts,** Oregon State University: Cascades Campus *June 2010*

*Focus*: American Literature, Fiction & Nonfiction Writing, Communications

EXPERIENCE

**Freelance Editor & Marketing Manager**, Quail Run*January 2018–Present*

* Developmental editing of manuscripts; evaluating manuscripts for necessary editing
* Social media marketing for authors and direct sales consultants, including copywriting, designing graphics, and email marketing management
* Marketing management for clients, including copywriting, educating regarding social media best practices, and writing and distributing press releases

**Events Manager**, Roundabout Books *May 2019 –Present*

* Author outreach to secure and promote literary events
* Social media outreach through Twitter, Instagram, and Facebook
* Creating digital and print graphics for web and store needs

**Marketing Coordinator**, Blue Dot Kids Press *December 2019–Present*

* Writing marketing copy for sales calls, Edelweiss, Amazon, and bookstore buyers
* Developing and implementing social media projects regarding newly published and upcoming titles
* Maintaining company social media presence, including creating digital collateral, and content related to seasonality of books

**Publicist**, Mindbuck Media *November 2018–November 2019*

* Publicity outreach for traditional and self-published authors
* Researching social media and book influencers through blogs and social media platforms
* Recommending influencers for authors to interact with, and cultivating relationships with influencers for future author campaigns

**Technical Editor & Proofreader,** Correia-Xavier, Inc *June 2018–March 2019*

* Professional report editing for agricultural appraisal company
* Proofreading reports for grammar and punctuation errors; querying appraisers when necessary
* Comparing numerical values in text, tables, and charts against sales data provided by appraisers
* Creating a style guide for technical reports

**Marketing & Sales Coordinator,** Overcup Press *June 2017–October 2018*

* Developing and implementing social media projects regarding newly published and upcoming titles
* Maintaining Overcup blog and social media presence (Facebook, Instagram, Twitter, Pinterest), including creating digital collateral, writing and editing blogs, and researching author events
* Securing venues, partnerships with outside vendors, and guest outreach through social media and email
* Sales outreach to bookstores and non-trade stores regarding titles that align with their theme and customer needs

**Project Manager & Student Staff,** Ooligan Press, Portland State *January 2016–June 2017*

* Managing project team of ten students in production of two Ooligan titles
* Delegating marketing, editorial, and design responsibilities; grading student assignments
* Working one-on-one with publisher, author, and team leads to meet deadlines and cultivate book brand
* Performing proposal evaluations and developmental edits for submitted manuscripts
* Assisting with research for manuscript pitch presentations
* Performing proofreads for manuscripts before publication and ebook coding
* Volunteering for and moderating conferences including Write to Publish, PubWest, and IBPA

**Marketing Intern,** College of Liberal Arts & Sciences, Portland State *January 2017–March 2017*

* Implementing marketing plan for pre-health sciences program
* Writing, editing, and repurposing content for diverse audiences across multiple platforms
* Utilizing interpersonal skills to connect with students and faculty; conducting interviews

**Marketing Intern,** Overcup Press *June 2016–October 2016*

* Ensuring brand consistency; assisting with branding and social media strategies
* Managing marketing calendar; writing, editing, and scheduling content across all platforms
* Developing and implementing multiple social media and web campaign ideas
* Researching, recommending, and utilizing products to streamline social media management

CONFERENCES

**Write to Publish Annual Conference, February 2017**

* Diversity panel moderator: created questions tailored to topic as well as panelists’ unique experience with diversity in publishing industry

**PubWest Annual Conference, February 2017**

* Ooligan Press table attendant: answered questions about Ooligan Press and the PSU master’s program in book publishing for conference attendees and vendors

**Independent Book Publishers Association: Publishing University, April 2017**

* Social media intern: tweeted updates, pictures, and vendor information during the opening speech, keynote speaker, and several presentations

VOLUNTEER EXPERIENCE

**Central Oregon Writer’s Guild, Bend, Oregon** *2019–Present*

* Volunteer, Director of Publicity: developing and maintaining the guild’s social media presence; community outreach for events and writing contests; community outreach for new membership

**Freelancers Union SPARK, Portland Chapter** *2018–2019*

* Volunteer facilitator: planning and executing monthly networking meetings; securing guest speakers

**Northwest Editors Guild, Oregon & SW Washington Chapter** *2018–Present*

* Volunteer: tabling at Willamette Writer’s Conference and Write to Publish; cohosting local networking events; co-planning an Oregon editors retreat

**ALS Association of Oregon & SW Washington** *2006–Present*

* Volunteer: outreach tabling events; annual gala and auction; fundraising walk, ski, and bike ride events
* Office Assistant: invitation and donation form mailings, auction procurement team member

PROFICIENCIES

Microsoft Office Suite, Trello, Asana, Canva, Unsplash, Adobe Spark, PicMonkey, Facebook, Instagram, Twitter, Pinterest, Squarespace, WordPress, HTML, HubSpot, Hootsuite, CinchShare, CoSchedule, Constant Contact