

EXPERIENCE | **Freelance Marketer** | March 2017 - Present

- [Colonial Trading Co](#) - manage ecommerce platforms and marketing channels to grow revenue.
- [Bosworth Place](#) - develop web presence, photography, digital ads, and marketing materials.
- Individualized video production consulting to teach clients how to produce better videos.
- [ReferralMob](#) - write and produce [product tutorials](#) and company explainer videos.
- [Animus Studios](#) - edit client video pieces for social media and company website.

Booster (Custom Ink Fundraising)

[Booster](#) makes it easy to raise money and awareness for the things you care about. They have helped thousands of people around the world fundraise and unite using t-shirts and custom-printed apparel.

Digital Media Marketing Specialist | March 2015 - March 2017

- Built in-house studio and developed video marketing strategy in line with company goals.
- Measured and reported on video KPIs, incorporating qual/quant feedback to improve content.
- Owned the creative process of curating and developing ideas and visual style across platforms.
- Collaborated across departments to create content that [helped customers and our teams](#).
- Produced and shot documentary-style customer success stories ([Big Fluffy Dog Rescue](#)).
- Created a variety of video/photo assets for company fundraising initiatives ([B-Cause: Pets](#)).

Rokenbok Education

[Rokenbok](#) is positioning themselves as the industry leader of STEM-based education by creating a community of young makers who design, experiment, and create all within the Rokenbok toy system.

Media & Marketing Specialist | January 2013 - February 2015

- Managed promotional and transactional email campaigns and triggers.
- Designed and coded emails using HTML, CSS, and Photoshop.
- Created reports on conversion from YouTube using Google Analytics tracking and tagging.

Videographer/Photographer | June 2012 - January 2013

- Developed +40 product videos that have accumulated +43M views on [YouTube](#).
- Designed and maintained custom YouTube channel to increase retention and conversion.
- Shot product and lifestyle photographs of +30 products for use in advertising and packaging.

PRODUCTS | **Medialytics** | January 2016 - Present

[Medialytics](#) is a video analytics platform that automatically collects your video data and allows you to build custom dashboards, making it easy to understand your video performance and audience data. As a video marketer distributing content across multiple platforms, it took more time to manually aggregate and analyze video metrics as I produced more content. Medialytics has allowed me to grow my skills in product management, user research, user stories, UI/UX, wireframing, software development, and DevOps.

Strahlen | December 2012 - January 2015

[Strahlen](#) was born out of necessity for high quality, high output LED lights for use in video productions. Using LEDs meant an incredible reduction in heat and power on set, making the production more comfortable. The development of Strahlen has strengthened my experience with project management, product marketing, CAD design, rapid prototyping, 3D printing, metal manufacturing, and high-current LEDs.

EDUCATION | **Juniata College - BA in Digital Media Arts** | Graduated 2012

- Encompassed video production, business, marketing, photography, design, and art history.

ACHIEVEMENTS | MIT Global Entrepreneurship Bootcamp | Brisbane, AUS | 2017 | Class 5

Startup Leadership Program | Boston Chapter | 2017-2018 | Fellow

Robotics Team | Torrey Pines High School | 2014-2015 | Mentor

SKILLS	Video/Web Analytics	Ruby on Rails	Story/Content Writing	3D Printing
	Video Production	Pragmatic Design	Photography	3D CAD
	CSS/HTML/JS	1-on-1 Consulting	Motion Graphics	Arduino/Electronics