



CREATIVE
COMMUNICATIONS

CONTACT

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SUMMARY

Multidisciplinary Content & Creative Project Manager blending editorial storytelling, multimedia production, and agile project governance. Proven track record directing chart-topping podcast production, orchestrating high-profile GTM product launches with global tech leaders, and running multimillion-dollar cross-functional delivery cycles. Expert at building structured content workflows, aligning technical and creative teams, and translating complex subject matter into high-impact digital narratives that drive measurable audience engagement.

CORE COMPETENCIES

- **Content & Editorial Strategy:** Multi-Channel Content Strategy | Scriptwriting & Copywriting | Editorial Direction | Content Lifecycle Management | SEO Best Practices | Brand Messaging & Positioning
- **Creative Project Management:** Agile & Sprint Methodologies | Cross-Functional Leadership | Workflow Design & Automation | Asset Production Pipelines | Stakeholder Management | Risk Mitigation
- **Technical Stack & Analytics:** Jira | Confluence | Smartsheet | Tableau | SharePoint | Ableton Live | OBS Studio | Digital Publishing Audience Analytics | Net Promoter Score (NPS)

EXPERIENCE

FEB 2024- SIG - SEATTLE, WA

AUG 2024 PRODUCER - Strategic Content & Communications

- **Led the end-to-end creative lifecycle for a globally charting multimedia podcast**, bridging content strategy, audio production, and digital publishing to drive audience engagement.
- **Designed scalable content pipelines and structured interview workflows**, accelerating delivery cycles and ensuring narrative consistency across multiple distribution channels.
- **Directed editorial strategy, authoring dynamic episodic scripts, narrative treatments, and comprehensive briefings** for C-suite executives and technical subject matter experts.
- **Spearheaded digital presence and SEO strategy**, launching a centralized web hub and publishing companion articles that amplified visibility and organic reach.
- **Cultivated strategic partnerships, collaborating with high-profile guests and stakeholders** to develop co-branded promotional collateral that expanded global audience reach.

DEC 2020- VERIZON - BELLEVUE, WA

DEC 2023 PROJECT MANAGER - One Fiber

- **Directed cross-functional project roadmaps and agile sprint cycles** for multimillion-dollar enterprise initiatives, establishing KPI frameworks that accelerated on-time delivery by 15%.
- **Architected structured content workflows and automation solutions**, optimizing operational efficiency and significantly reducing delivery friction across distributed teams.



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- **Fostered strategic partnerships with external stakeholders**, bridging internal technical teams with municipal agencies and vendors to drive alignment and mitigate risk.
- **Built centralized tracking models and performance dashboards** utilizing Jira, Confluence, Tableau, and SharePoint to translate complex operational data into actionable leadership insights.
- **Managed executive communications and reporting**, producing weekly milestone analyses that ensured transparency, accountability, and continuous improvement across the partner ecosystem.

JUL 2011- VERIZON WIRELESS - GREEN BAY, WI
DEC 2020 COMMUNICATIONS SPECIALIST

- **Spearheaded content-driven go-to-market (GTM) campaigns for flagship product launches** - including co-developing strategies with Google for the Pixel launch that earned formal recognition at their Palo Alto HQ for exceptional adoption velocity.
- **Authored inclusive, culturally tailored messaging strategies for diverse demographics** and sovereign native tribes, significantly boosting brand loyalty, engagement, and customer satisfaction.
- **Designed cross-functional communication workflows and partner-facing collateral** to ensure high-impact, synchronized engagement across regional retail campaigns.
- **Created multimedia training modules and internal enablement playbooks**, equipping distributed teams to deliver consistent, accurate product positioning.
- **Analyzed campaign performance and audience feedback metrics to iterate content strategies**, consistently driving regional KPIs into the top 10% nationally and achieving 160% of key adoption metrics.

OCT 2007- WBCR 90.3FM - BELOIT, WI
MAY 2011 STATION MANAGER

- **Spearheaded the station's digital transformation by engineering its first online streaming architecture**, successfully modernizing a historic terrestrial radio station and driving a 300% increase in global listenership.
- **Directed and trained a 50+ person broadcast team**, overseeing all creative programming, audio production workflows, editorial standards, and strict FCC regulatory compliance.
- **Led comprehensive, multi-channel fundraising and community outreach campaigns**, securing strategic sponsorships that expanded operational funding by 25% and modernized studio infrastructure.
- **Architected hands-on technical training programs**, transforming volunteer staff into highly capable on-air talent fluent in operating complex broadcast boards and digital automation systems.
- **Overhauled and maintained critical studio broadcasting infrastructure**, actively diagnosing signal flow issues and upgrading legacy audio hardware to ensure a zero-downtime, 24/7 media pipeline.

EDUCATION

LINNAEUS UNIVERSITY (SWEDEN) - MASTER OF SCIENCE (MS)
International Relations - Media, Democracy and Human Rights

BELOIT COLLEGE - BACHELOR OF ARTS (BA)
International Relations, Communications