



education

BFA in Social Strategy & Management, Art Direction Minor
Savannah College of Art and Design, GA, Spring 2024

publications

- Rest, and the Fabrics of its Own Recession
- Challengers, Voyeurism, and a Good F*cking Game
- Piousness, Ottessa Thought, Was Weird and Gross
- Poor Things Embraces the Damned, Beautiful, and Hedonistic
- The Cult of Y/N and Obsession
- Peter Do, Helmut Lang, and a Lesson in Craftsmanship
- Moments in Fashion That Preceded Recession
- On Bandwidth and Beauty in the Metaverse
- The Death of Core Culture

copywriting

Services

- Craft platform-specific copy for brand and strategy needs
- Optimize copy for SEO and keywords
- Editing and writing for digital media, editorial, and publication

Clients

WebMD • SCAD • Good Light • CYCYMYMY • Coach

honors & awards

Society of Professional Journalists, Cultural Criticism, Finalist, 2024
Achievement's Honor Scholarship, SCAD, 2020-2024
Achievement's Honor Scholarship, SCAD, 2020-2024
Academic Honors Scholarship, SCAD, 2020-2024
College Media Association Pinnacle Awards 2023
High Performing Publication, The Manor, 2022
Dean's List, SCAD, 2020-2024
Fort Worth Sister Cities Ambassador, 2017

skills

Creative Direction • Social Listening • Social Media Analytics •
Blogging • Editorial Calendar • Trend Analysis • Marketing Strategy

software

InDesign • Google Suite • Illustrator • Acrobat • Microsoft • Adobe XD

experience

Coach, Remote

Assistant Manager, SEO and Editorial Copy, July 2024-Present

- Write site, email, and SMS/MMS copy for brand promotion
- Shape compelling storytelling within email and homepages
- Align product messaging with concept, brand, and social writers

The Manor, Savannah, GA

Editor-in-Chief, March 2023-March 2024

- Approved daily operation of The Manor website and social media to increase readership by 33%
- Direct, manage, and hire staff of editors to execute editorial vision
- Optimized stories for search, identify trending topics, and shape how contributors present stories and strengthen their concepts

Social Media Strategy Director, March 2022-March 2023

- Improved social media presence by executing editorial and creative strategy to increase audience reach and growth
- Maintained brand voice through consistent copy across all platforms
- Ensured timely delivery and posting of content across platforms, adhering to the content calendar

Contributor, September 2020-March 2022

- Pitched and produced creative multimedia content

CoMotion Design Conference, Savannah, GA

Copywriter, January 2024

- Established a new voice for CoMotion by updating its website copy to reflect the design language created by the branding team

SCADpro x Procter & Gamble, Savannah, GA

Creative Lead, September-November 2022

- Refreshed visual identity of existing portfolios within Gillette to emphasize function over gender
- Designed opportunities for product sustainability and customized experiences by establishing new brand voice through copywriting
- Coordinate strategies for social media marketing with advertising leads

Very Good Light, Remote

Editorial Intern, June-August 2022

- Wrote short SEO-driven articles, personal essays, and culture commentary for publication
- Reporting, fact-checking, and interviewing subjects prevalent within the beauty industry
- Developed a stronger written voice for web journalism