

WHAT I DO

Craft **creative content** that resonates. **Revitalize brands**, but respect timelessness. **Simplify**, then **amplify**. Cultivate ideas and design experiences that **put people first**.

Yes, I do many things...but always two things: find ways to add value and execute.

WHO I AM. WHAT I BELIEVE.

I'm a dreamer.	I believe we have an opportunity to design a future that's better for everyone.
I'm a realist.	I believe enterprise is the most powerful force on earth.
I'm a millennial capitalist.	I believe businesses are now, at long last, actually incentivized to do good.
I'm a new-breed designer.	I believe good design is what's good for people is what's good for business.
I'm a maker and a shaker.	I believe in making things that shake the world—responsibly, of course.
I'm an asset.	I believe even the best ideas flop when messaging, content, and brand fall short.
I'm a generalist.	I believe today's complex problems need nuanced, cross-disciplinary solutions.
I'm a design thinker.	I believe innovation isn't about tech alone, but finding compelling ways to use it.
I'm a communicator.	I believe in finding the essence of what you do, articulating why it matters, and delivering the message to the right people in the right places at the right times.

TOOLKIT

Brand strategy

Content strategy

Copywriting

Design thinking

Project management

UX research

HOW I GOT HERE

HIGHLIGHTS

JUICY DETAILS



Head Content Strategist, GTM, SAP Design, 2017

Led content strategy for the newly established SAP Design. Refreshed core messaging. Helped develop brand extension. Co-project management for build out of key digital assets like websites. Defined social media strategy, strategy for content like case studies. Chief copy writer. Co-led all PR/marketing efforts.

Strategist, Design & Co-Innovation Center, 2016

Worked with high-profile SAP clients on strategic co-innovation initiatives using design thinking methodology. UX researcher on award-winning projects. Contributed to thought leadership initiatives, co-authored key thought leadership content. Led the team's global content and social media strategy.



Marketing Director, 2014-2016

Led initiative to re-brand and re-think the way people receive, interact with and consume AgResource's digital products. Developed new brand identity, content strategy, marketing campaigns. Co-designed new website and backend content management system. The result redefined, rejuvenated and repositioned the company to compete for a larger pool of potential clients. Seven months after launch, the company saw:

- 21% increase in paying readership
- 1,650% increase in web traffic



- BA Human/Economic Geography, 2014
- BA International Studies: Politics and Policy in the Global Economy, 2014

