

Highly motivated and results-oriented communications professional with expertise in content strategy, UX writing, and project management. Proven ability to develop and deliver engaging content across various channels, analyze user data, and collaborate effectively with cross-functional teams.

EDUCATION:

University of Georgia, Athens, GA
M.A., Journalism & Mass Communication, Emerging
Media – May 2024

Georgia State University, Honors College - Atlanta, GA
B.A., Journalism, Concentration in Public Relations.
Minor in Law and Ethics – May 2020

SKILLS

- **Content Strategy & Development:** Content planning, creation, editing, and publishing across various channels (website, email, social media, presentations, etc.)
- **UX Writing & Design:** Crafting user-friendly and engaging content for digital platforms, including website copy, app interfaces, and user documentation
- **Project Management:** Managing projects from inception to completion, including planning, execution, and stakeholder communication
- **Communication & Collaboration:** Excellent written and verbal communication skills; ability to effectively collaborate with cross-functional teams and build strong relationships with stakeholders
- **Data Analysis & Insights:** Analyzing user data and insights to inform content strategy, design decisions, and improve user experience
- **Technical Skills:** Proficiency in Microsoft Office and Google Suite, CMS platforms (WordPress, Salesforce), HTML, CSS, and project management tools (Jira, Smartsheet)
- **Design Skills:** Foundational understanding of design principles and experience with design tools (Figma, Canva)

EXPERIENCE

Equifax (Atlanta, GA)

November 2021 – Present

Senior Content Developer (Learning & Development) – Began March 2024

- Leads team members on multiple Learning & Development initiatives, driving successful project outcomes
- Streamlines work request processes by leading the review and assignment of tasks, optimizing resource allocation
- Collaborates with adjacent senior members and the leadership team to develop and implement strategic departmental initiatives that align with greater organizational goals
- Coordinates communications for Employee Resource Groups and Engagement Committees

Content Developer (Learning & Development)

- Developed, maintained, and delivered high-quality knowledge base content, ensuring clarity, conciseness, and adherence to brand standards
- Edited and refined content created by others, ensuring consistency and accuracy across all deliverables
- Collaborated with subject matter experts and product owners to develop and update new and existing policy and procedure documents

Apple, Inc. (Remote)

June 2018 – October 2021

Communications & Creative Content Creator (Recruiting Enablement – Career Experience)

- Drafted and edited executive communications and developed engaging content for global recruitment campaigns
- Partnered with cross-functional teams to ensure consistent branding and effective communication across all channels

AppleCare Senior Technical Advisor (iOS Senior Advisor, Mac, & Beats by Dre Devices)

- Provided expert technical support to customers, resolving complex issues and improving customer satisfaction
- Collaborated with engineering teams to identify and resolve emerging technical issues

AppleCare Social Response Advisor (Twitter, Instagram, Facebook, and YouTube)

- Provided timely and effective customer support on social media platforms, ensuring a positive and consistent brand experience

Southwell Health System (Adel, GA)

January 2021 – May 2021

Communications Intern (Outreach & Development)

- Developed and edited website content, researched industry trends, and coordinated social media campaigns