

Experience

DELL • SENIOR COPYWRITER

AUSTIN • MAY 2019 – PRESENT

Content Studio copywriter for small business and consumer brands; write engaging content for social media platforms, including posts for holidays, influencer campaigns and events such as Consumer Electronics Show, Dreamforce and Dell Women's Entrepreneur Network Summit; develop concepts and scripts for online promotional videos; lead writer for a small business customer story

GREEN MOUNTAIN ENERGY • SENIOR COPYWRITER

HOUSTON • JANUARY 2016 – APRIL 2019

Developed voice and messaging for brand refresh; created writer's style guide for the team; wordsmith for digital media campaigns, retail experiences, web pages and sales collateral; scriptwriter for campaign videos and radio spots; worked with brand manager to introduce first-ever brand pillars and brand culture book

NRG HOME SOLAR • COPYWRITER

HOUSTON • SEPTEMBER 2015 – JANUARY 2016

Wordsmith for print and web deliverables including digital and print banners, web pages, newsletters, brochures, flyers and email campaigns; collaborated with visual designers and marketing managers to develop and execute creative strategies

CHI HAIRCARE • PUBLIC RELATIONS + EVENT COORDINATOR

HOUSTON • APRIL 2013 – APRIL 2015

Provided public relations support for CHI and BioSilk brands at New York Fashion Week; interviewed creative directors, wrote trend content for tip sheets and organized celebrity gifting; served as company representative for Diane von Furstenberg, Carolina Herrera, Hervé Leger and 5:31 Jérôme test days; production coordinator for product launch shoots; scriptwriter for Miss Universe 2014 in-telecast spots and coordinator for Miss USA 2014 sponsorship; copywriter for advertisements, trend collections and new product manuals

LANDMARK AVIATION • MARKETING COORDINATOR HOUSTON • OCTOBER 2011 – MARCH 2013

Spearheaded event planning efforts and expanded clientele for international and domestic trade shows, conventions, sponsored parties and open houses; developed creative for email campaigns, print and online deliverables, sponsorships and website content; managed vendor relationships

LOVE ADVERTISING • COPYWRITING INTERN

HOUSTON • AUGUST 2011 – OCTOBER 2011

Assisted with concept creation and copywriting for clients' radio and print advertising efforts including Gallery Furniture, Vince Young Steakhouse and CenterPoint Energy; aided public relations team with digital promotion of Susan G. Komen event

CENTERPOINT ENERGY • CORPORATE COMMUNICATIONS INTERN

HOUSTON • JUNE 2011 – AUGUST 2011

Functioned as project manager for internal and external communications which entailed strategizing with business unit partners, generating branded content and negotiating contracts; copywriter for digital newsletter, website, print advertisements and marketing materials; performed research and formulated communication plan for digital media projects

Education + Honors

LOUISIANA STATE UNIVERSITY • MAY 2011

Bachelor of Arts, Mass Communication • GPA 3.2

Major in Advertising, Minor in Business

Dean's List, National Honor Society, Houston Links Scholarship, Black Scholars Award, Geaux Lead

Passion Project

MIA'S CLOSET NONPROFIT • VOLUNTEER STYLIST + BOARD MEMBER

HOUSTON • 2012 – PRESENT

Volunteer stylist and two-time board member for Mia's Closet, a fashion-based nonprofit focused on building confidence and self-worth in underserved kids K-12 through uniquely designed shopping experiences