

PROFESSIONAL SUMMARY

Results-driven marketing communications specialist with expertise in project communications, event planning, and stakeholder management. Experienced in creating persuasive content and pitch decks consistently branded according to style guidelines that drive audience engagement and facilitate clear communication amongst stakeholders. Known for managing communications on multiple projects, fostering relationships, and delivering impactful messaging to support organizational goals.

WORK EXPERIENCE

Community Outreach Assistant | Winter Consulting | Oakland, CA February 2025 – Present

This role builds on previous responsibilities while placing a stronger emphasis on event planning and execution.

- Develop detailed reports and strategic recommendations to enhance engagement with key target audiences across multiple projects.
- Lead outreach and relationship-building efforts with community-based organizations to support long-term collaboration and broaden project impact.

Engagement Coordinator | Winter Consulting | Oakland, CA January 2024 – February 2025

Managed project communications and outreach efforts for transportation development initiatives. Engaged stakeholders with clear, targeted messaging and presentations to facilitate dialogue and gather actionable insights for city planning projects.

- Wrote and presented promotional copy and pitch decks, increasing engagement and awareness around sustainable transportation projects.
- Organized and led workshops and public events, securing valuable feedback to support project goals and build community relationships.
- Managed strategic partnerships with community leaders, resulting in improved project buy-in and expanded outreach.

Property Manager | ACEE Group LLC. | Santa Clara, CA November 2020 – Present

Directing all aspects of property management, from crafting compelling online listings to coordinating guest needs.

- Create persuasive copy and visually compelling listings, driving guest inquiries and ensuring high occupancy rates.
- Maintain strong tenant relationships through proactive communication and prompt issue resolution, reinforcing brand loyalty.
- Conduct in-depth research and maintain up-to-date knowledge of market pricing trends and competitive properties, allowing for strategic adjustments.

Media and Content Assistant | Marist Poll | Poughkeepsie, NY September 2022 – August 2023

Produced and promoted content for podcast episodes on pressing social issues, managing media relations and promotional campaigns across social platforms. Developed and pitched episode themes through detailed research for maximum engagement.

- Researched and crafted narratives for podcast episodes on topics like housing crisis, fast fashion, and U.S. polarization.
- Conceptualized, pitched, scripted, and edited episodes such as "Student Loan Forgiveness and Sex Work", "Climate Anxiety is Real," and "Special Episode: Music Is..."
- Created promotional content and strategies for podcast episodes, poll results, and blog posts, managing media inquiries, conducting guest interviews, and boosting engagement across social media platforms.

CORE COMPETENCIES

Project Communications | Event Planning | Stakeholder Management | Presentation Development | Pitch Decks | Content Creation | Community Outreach | Budgeting | Persuasive Copywriting | Email Marketing | Creative Problem Solving | Research

TECHNICAL SKILLS

HubSpot | MRI Simmons | Wix | SquareSpace | WordPress | Canva | Microsoft Office Suite (Word, PowerPoint, Excel) | Google Workspace | Adobe Creative Suite | ClickUp | Google Mail Merge | CapCut | Descript | Slack

EDUCATION

BACHELOR'S DEGREE | Communication | Advertising Concentrate | Minor in Theater | Marist University 2019 – 2023

Graduated Magna Cum Laude

SEMESTER ABROAD | Global Branding | Lorenzo de' Medici | Florence, Italy

2022