

Experience

AUDIENCE DEVELOPMENT DIRECTOR, MORGAN STANLEY – JAN 2017-PRESENT

Build and grow audiences and increase engagement through SEO campaigns, keyword research, database segmentation, retargeting, and social media marketing

Turning website visitors into email subscribers; optimize morganstanley.com content for search engines and manage SEO campaigns

Conceptualize new and creative audience growth strategies; plan, execute, and measure conversion tests; source syndicate content across channels and measure audience growth and engagement

Work closely with analytics, project management, and editorial teams to help internal clients support initiatives through marketing strategies and campaigns

Oversee tracking and analysis of campaigns to ensure results are meeting audience growth and retention goals

Conduct competitive analysis and market research; continuously monitor industry trends, technologies and standards for campaign learnings

PARTNER, BRUNCH MONEY – MAR 2016-PRESENT

Create the overall marketing and operational strategy for a startup digital marketing consulting firm

Develop marketing and publicity plans for digital and consumer product brands

Provide social media, audience development, SEO, copywriting, and digital brand expertise

DEPUTY WEB EDITOR, FOREIGN AFFAIRS – FEB 2015-JUNE 2016

Commissioned, evaluated, and edited articles written by expert policymakers, scholars, and journalists

Developed new cross-platform social media strategy for marketing and traffic growth, which provided an engagement increase of 33% on Facebook, 37% on Twitter, and the creation of an Instagram channel that gathered 30,000 followers in 8 months

Overhauled site's SEO strategy with new best practices to increase pagerank and grow audience. Ushered in new focus on web analytics for a legacy publication, which addressed traffic source optimization, dark social conversion, clickthrough rate analysis, and adaptive social media strategy to maximize post time

Education

Manhattan College, Riverdale, NY – BA, Government and English, *Cum Laude*

Skills

Adobe Analytics, Photoshop, and Illustrator; Chartbeat; Facebook Business Manager; Google Analytics; Instagram; Mailchimp; SEO and SEM; Sprinklr; Sprout; Twitter for Ads