



GET IN TOUCH

HOME

Portland, Oregon

PHONE

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QUICK BRAGS

Food, beverage, eCommerce, and entertainment background

Experienced in both digital and print media

Effective storyteller with a focus on user journeys and lifecycle messaging

Project management understanding from the inside out

Open to feedback and ready for a quick pivot

Proficient in Microsoft Office, Photoshop, InDesign, Premiere Pro, Sitefinity, Wrike, Slack, Asana, Monday, and Notion

Skilled with utilizing AI tools for mockups, scaling, idea generation, and first drafts – never finals!

EXPERIENCE, ETC.

Senior Copywriter & Content Manager

P.F. Chang's | April 2018 - Aug 2023

- Collaborated cross-functionally to create cohesive, on-brand campaigns for web, print, radio, commercial, and internal communications (1,000+ assets annually)
- Doubled the brand's social following by leveraging targeted content and influencer partnerships
- Implemented lifecycle journeys for loyalty members, leading to increased retention, signups, and average monthly spend
- Maintained menu assets for 300+ restaurant locations

Interim Creative Project Manager

P.F. Chang's | May 2020 - July 2021

In addition to Copywriter & Content Manager duties:

- Organized and executed project plans for all marketing and creative requests for myself and four in-house designers
- Leveraged collaborative software like Wrike, Figma, and G Suite to ensure assets were organized and deadlines were met
- Hosted weekly cross-functional meetings, communicating updates to relevant stakeholders

Community Manager & Content Producer

OdySea Aquarium | Nov 2015 - March 2018

- Built the brand voice and content strategy from ground zero
- Wrote, photographed, edited, and published creative assets for OdySea Aquarium and its sister properties: Butterfly Wonderland, OdySea Mirror Maze, AZ Boardwalk
- Collaborated with entomology, biology, and animal behavior teams to create accurate and engaging content for social, web, email, exhibits, and special events

Marketing & Sales Manager

Benedict's Catering | May 2013 - Nov 2015

- Created social media content, posting guides, calendars, and a long-term content strategy
- Maintained SEO rankings, menu assets, and eCommerce listings