

## [RECENT WORK EXPERIENCE]

### **Creative Services Project Manager, Edmunds**

**July 2021-PRESENT**

Coordinate and manage all special content for Edmunds.com

- Edmunds' Top Rated
- Custom Content creation
- Monthly contracted content for CarMax

Assist in leading and managing the content team

### **Events Manager, Overstreet Events**

**December 2019-July 2021**

Arranged travel and logistics for various automotive OEM client events

Curated and produced quarterly Heels and Wheels newsletter

Designed and maintained company website

### **Managing Editor, Autobytel.com**

**January 2016-December 2019**

Developed and produced all editorial content on the Autobytel.com website

Lead and managed the freelance writing team

Programmed and maintained the editorial calendar

Performed administrative duties associated with the department (payroll, etc.)

### **Web and Communications Manager / Motor Press Guild**

**January 2014-January 2017**

Maintained organization's website and social media accounts

Composed and produced monthly newsletters and email blasts

Created program identities and created original artwork for promotional materials

Worked with Board of Directors on all communication needs for the organization.

Coordinated with OEMs and Fleet Providers for annual drive events

Support staff for all Guild special events

Maintained member relations and served as liason between members and board

Provided administrative assistance to President and Business Operations Manager

### **Automotive Reviewer / Family Content Contributor, Cars.com**

**April 2011-December 2015**

Reviewed new vehicles in the marketplace, all from a parent's point of view.

Wrote stories for KickingTires, the Cars.com blog

Provided special coverage at LA Auto Show and various media events

### **Graphic Designer / Production Artist, Subcat Marketing**

**May 2007-January 2011**

Designed a variety of marketing materials for all clients, consisting of:

- Direct mail, brochures, letters, flyers, posters, inserts, newsletters,
- web banners and websites.

Performed web maintenance for several company websites and clients

Managed agency blogs, maintained software inventory and database of educational articles

Provided administrative assistance to the Creative Director

## [EDUCATION]

### **California State University Fullerton**

Visual Communications major, 2006-2007

### **Santa Monica College**

Graphic design program, 2002-2005